**SAMPLE TEMPLATE FOR MEDIA RELEASE[[1]](#footnote-1)SAMPLE TEMPLATE FOR MEDIA RELEASE1**

**MEDIA RELEASE**

(Insert publishing day and date)

**<Insert service name> CELEBRATES EARLY LEARNING MATTERS WEEK**

* (Optional) <Insert full name and title of the MP/guest of honour> engaged with the children and educators through <mention one key activity>.
* Over <insert number of participants> children/families/members of the community (please edit as appropriate for your event) participated.
* Add any other key highlight from the event.

<Insert service name> celebrated Early Learning Matters Week 2024 with over <insert total number of participants> children/families/members of the community (please edit as appropriate for your event), in the presence of <insert full name and title of the MP/guest of honour> at <insert location name if other than the centre>. Our event aimed to showcase the great work taking place in our service, and raise awareness and understanding of the importance of early learning and the difference it makes to children’s learning, development and wellbeing.

<Insert a brief paragraph about your event and include key activities/outcomes>.

If an MP attended, ask them to provide a quote to use in the release. Speaking at the occasion, <Insert full name and title of the MP/guest of honour> said: ‘<insert quote>’.

<Insert full name and designation of your spokesperson> followed by a quote highlighting why Early Learning Matters.

(Optional) <Include a quote from a family on why they chose to enrol their child at your service and why early learning matters to them>.

(Optional) Quote2 attributable to Early Childhood Australia (ECA), CEO, Ms Samantha Page: ‘Early Learning Matters Week is a fantastic opportunity to showcase how high-quality, play-based early childhood education and care builds a foundation for lifelong wellbeing and achievement.’

**ENDS**

About <Insert service name>: <Insert a brief (50–80 word) bio about your organisation with contact info>.

**About Early Learning Matters Week:** Early Learning Matters Week is a national celebration of the importance of early learning and aims to recognise and raise the profile of early childhood education and care in children’s learning, development and wellbeing. It is an annual event. For more information, visit the website: [https://www.earlylearningmatters.org.au](https://www.earlylearningmatters.org.au/).

1. If using the sample template, please ensure to remove/replace all highlighted, footnotes and directional text in grey font prior to sharing with media as it may affect the chances of the media release being picked up.

2 Please note, this is a pre-approved quote for use during Early Learning Matters Week 2024 (5–9 August 2024) only. The quote cannot be altered, and any request for changes need to be submitted via media@earlychildhood.org.au for approval. [↑](#footnote-ref-1)