



MEDIA RELATIONS

Pitch to Local Newspaper

Subject Line: Local Students Take Home the Power of Reading with Raising a Reader

Email Body:

Hi [Reporter's Name],

I'm reaching out to share a heartwarming story happening right here in [City/County Name] — and one that's making a real difference for children and families in our community.

[School/Organization Name] has partnered with Raising a Reader, a nationally recognized early literacy and family engagement organization, to give young learners the building blocks they need for lifelong success. Each week, students excitedly take home their iconic red book bags filled with carefully selected books to enjoy with their families — sparking new reading routines, strengthening bonds, and setting the stage for stronger academic outcomes.

Here's why this matters:

Research shows that early exposure to books and family engagement around reading are among the strongest predictors of a child's long-term academic success. Raising a Reader not only gets high-quality books into the hands of children, but it also empowers families with the tools to make shared reading a joyful, daily habit.

Some great hooks that could make for a strong story or photo moment:

- **Red Book Bag Celebration:** Students receive their first red book bags filled with new books to take home.
- **Guest Reader Events:** Local leaders, athletes, and community figures are joining classrooms to read with students and promote the joy of storytelling.
- **Family Engagement Nights:** Parents and caregivers are invited for special literacy nights where they learn simple, powerful ways to build reading into everyday life.

We'd love to invite you to see the program in action — to meet the children, families, and educators who are championing early literacy right here in [City/County Name]. It's a story about small moments that are making a big impact.

If you're interested, I'd be happy to coordinate a visit, interviews, or provide photos. Thank you for considering helping us shine a light on how [School/Organization Name] and Raising a Reader are opening doors for local children — one story at a time.

Warmly,

[Your Name]

[Your Title]

[Affiliate Name]

[Phone Number] | [Email Address] | [Website]

MORE →

A few options to tweak depending on the angle:

- ▶ If you want to lean more into a feature story, you could add a quick anecdote about a specific family.
- ▶ If you want to pitch for a photo story, you could emphasize the “visual” of kids with the bright red bags, smiling faces, etc.
- ▶ If the reporter is education-focused, you can add a quick stat:
“Studies show that children in homes with access to books are 3.5 times more likely to read proficiently by third grade.”

