

SAMPLE PRESS RELEASE

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Date_____

City_____

GIFTS FROM THE HEART—A GIFT THAT KEEPS ON GIVING

_____ (Insert name of your organization) has an exciting new fundraiser. They are selling *Gifts from the Heart: Simple Ways to Make Your Family's Christmas More Meaningful* in order to raise money for _____. _____ (Insert your spokesperson's name) says *Gifts from the Heart* is a unique fundraiser because it makes a difference in three ways. _____ (Insert name of organization) uses their portion of sales to support _____. (Insert project or charity of choice's name.) Virginia Brucker, the author donates her royalties to the Canadian Cancer Society for cancer research. And readers benefit too because the book contains dozens of simple ideas they can use to create a more caring holiday.

Brucker decided to raise funds for research when the small school where she teaches lost several parents to cancer. Janice Kennedy from the *Ottawa Citizen* says "Yes Santa Claus, there is a Virginia,--*Gifts from the Heart* is "a gift that keeps on giving--a miracle disguised as a book."

In addition to raising \$98,500 for cancer research, sales from *Gifts from the Heart* have helped dozens of organizations raise an additional \$138,000 for their own projects. Credit unions have donated their portion of sales to hospice care, support programs for cancer patients, food banks, and scholarships. Churches have sent congregation members to Mexico to build housing and helped a palliative care centre for women and children with AIDS in Africa. Other groups have helped "books for babies" early literacy programs, provided cell phones for women fleeing abusive relationships, or provided car seats for infants.

The content of *Gifts from the Heart* is unique. There is a chapter filled with suggestions for reaching out to people experiencing ill health, Alzheimer's, or dealing with loss during the holidays. Other chapters have practical suggestions for coping with Christmas as a single parent or blended family, helping the environment or the SPCA. Busy readers will also enjoy the simple suggestions for making memories, timesaving tips, loving family traditions, suggestions for toys and books for various age groups as well as ideas that help grandparents connect with their grandchildren. Dozens of delicious recipes, meaningful volunteer projects, and kid-tested craft projects are also included. This 336 page book is being sold for _____. (insert price here)

You may order a copy by calling _____ at _____. Books are also available at _____.

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