**Empower LUMINARIA**

 **PRESS RELEASE**

**\*The following “pitch” can be edited and pasted in the body of an email to local media**

**\*Local media includes newspapers, local television producers, podcasts, and magazines, as well as local events calendars**

**To:** INSERT MEDIA CONTACT EMAIL ADDRESS

**From:** Empower CONTACT PERSON (can be from Cara Belvin, Jeff Kimball, Chairperson, or other volunteer)

**Subject Line:** INSERT NAME OF MEDIA CONTACT - Supporting local children who have lost their a parent

**Text Body:**

Dear INSERT FIRST NAME,

Thanks in advance for reviewing this pitch to support children and young adults who have experienced the loss of a parent in INSERT CITY. We are hoping that one of the following story ideas will be a good fit for INSERT NAME OF NEWSPAPER/TELEVISION SHOW OR OTHER.

I’m writing on behalf of Empower Grieving Children, Inc. a one-of-a-kind nonprofit organization on a mission to empower, support and connect **children and young adults** **up through age 24 who have** **experienced the loss of a parent**. With the help ofpeople like you to spread the word, we are building community for children who may be silently suffering the loss of their mother or father. Our events and mentorship programs remind these children that they are not alone in their grief and help to teach them that loss is survivable.

**Empower** **LUMINARIA**:

Our largest annual fundraiser, [LUMINARIA](https://weareempower.org/support-us/luminaria/), is a heartfelt display held at sunset, offering a chance to pause, reflect, and come together for a moving tribute. Whether you attend in person or watch our video recap, you’ll experience a stunning display of luminaria bags—each one illuminated in memory of someone who has died or in honor of those who offer support during times of grief.

Each luminaria bag, available for a $25 donation, will be uniquely displayed at one of several iconic locations across the country. Most importantly, 100% of proceeds go directly to supporting the grieving children we serve.

This year’s LUMINARIA will take place in 10 cities across the country, including the INSERT VENUE in CITY NAME on INSERT DATE.

Click [HERE](https://weareempower.org/support-us/luminaria/) for more information on LUMINARIA.

**About Empower**

Empower Grieving Children is nonprofit with a very specific mission — to empower, support, and connect children, teens, and young adults up through age 24 who have experienced the loss of a parent. We provide children, teens, and young adults relief from grief and guide them through life following the loss of a parent. Our support comes in two forms: Events and Mentorship.

We host big events and small get togethers to remind children they are not alone, and we offer a unique Mentor program where we pair children, teens and young adults with positive role models who have also experienced parent loss.

Empower programs are non-therapeutic, community-based, and volunteer-driven and remain at no charge to the family.

We would be most appreciative for the opportunity to speak further about Empower. Thank you for your time and consideration, INSERT NAME OF MEDIA CONTACT.

*Media Contact: Jeff Kimball; jeff@weareempower.org*

To learn more about Empower, visit [www.weareempower.org](http://www.weareempower.org).  Follow on [Facebook](https://www.facebook.com/weareempowerorg) and [Instagram](https://www.instagram.com/weareempower_).