

Free Sample Press Release Template

Notes – be sure to 1) send the release to a specific person whenever possible, and 2) be sure to place follow up calls. PRSA.org is a good reference site

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FOR IMMEDIATE RELEASE

Vibrant New Day Program for Individuals with Developmental Disabilities Officially Opens

MARIETTA, Ga (Apr. 26, 2006) – Boasting a “restaurant”, “bank”, “grocery store” and much more, today the new Marietta Enrichment Center (MEC) officially opened. The vibrant day program for individuals with developmental disabilities is a program of Georgia Community Support and Solutions (GCSS), the second largest provider of services for individuals with developmental disabilities in the state of Georgia.

Cobb County Commissioners Tim Lee and Annette Kesting participated with the official ribbon cutting, along with over 200 others who feasted on a delicious, fresh-cooked meal prepared on site and donated by Carrabba’s Italian Grill (Carrabba’s) in Kennesaw. Desserts for the official opening were lovingly prepared by participants of Art and Food, another GCSS day program for individuals with developmental disabilities also in Marietta.

“As an almost exclusively government-funded organization, a day program like this simply would not have been possible without the amazing generosity of the corporate community. We are extremely grateful for everything they have done to make this new day program a huge success.” said (Mr.) Whitney Fuchs, president of GCSS.

GCSS parent and advocate Heidi Fernandez, whose teenage son has autism, was instrumental in the success of this project. She introduced GCSS to Mike Schroeder, the proprietor of the Kennesaw Carrabba’s Italian Grill, where their family eats each weekend. Through the Carrabba’s corporate headquarters in Tampa, FL – the Carrabba’s team and their vendors created a “restaurant” for the day program participants for learning purposes that looks and feels just like a Carrabba’s Italian Grill restaurant. Custom tables, chairs and decorations -- just like those in the restaurants -- commercial refrigerators and custom made stainless prep tables were donated by Carrabba’s and their vendors. Corporate marketing manager for Carrabba’s in Tampa Holly Ratliff said “We are so proud to be part of this project.”

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Other major supporters of this project are SunTrust Bank – who created a “bank” with real safes and a real teller counter, Kroger created a real “grocery store” with real grocery store shelving and a real check-out lane, Terri’s Consign and Design donated a full bedroom set, and Tools for Life and Earthlink helped create the Assistive Technology Computer Lab – all to provide the special individuals with disabilities GCSS serves with real-life learning experiences. ID Promotional Products donated gifts for everyone that attended the grand opening, Bulldog Movers donated the move to the new site, and Standard Press is donating the printing for the “What’s New” flyer inserts in the upcoming newsletter – which will also be distributed via e-mail to thousands more.

About Georgia Community Support and Solutions (GCSS):

GCSS is a leading 501(c)(3) nonprofit organization that provides supports and services throughout greater metro Atlanta counties for over 2,500 children and adults with disabilities, mental health, emotional or substance abuse issues each year. Over 90 percent of the individuals served each year have a developmental disability.

Originally founded in 1990 by the Marcus Family Foundation as The Marcus Center at Emory University, in 1999 GCSS spun off into its own nonprofit organization.

GCSS has built a reputation as a leader within the community for its development of unique solutions to challenging situations. GCSS believes in the value of working in partnership with others to provide the most comprehensive services possible.

Today GCSS is the second largest provider of services for individuals with developmental disabilities in the state of Georgia. And in just seven years GCSS has rapidly grown to become one of the 50 largest nonprofits in Atlanta (out of over 4,000) as recognized by the Atlanta Business Chronicle.

To learn more about GCSS please visit www.gacommunity.org

Editor’s Note:

Many photo and interview opportunities are available – which can be arranged at a convenient date and time for you. Please let us know how we can help you create a compelling story for your readers.

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