*[INSERT YOUR LOGO]* 

*[THIS PRESS RELEASE SHOULD BE SENT A WEEK BEFORE YOUR ORGANIZATION’S SUMMER LEARNING DAY EVENT]*

**For Immediate Release**

**July [13 OR OTHER DAY], 2017 Contact: [NAME/**[**EMAIL**](mailto:olivia@thehatchergroup.com) **INFO]**

**[PHONE INFO]**

**[NAME OF ORGANIZATION] Will Celebrate the Importance of Summer Learning at [NAME OF EVENT] in [CITY OF EVENT]**

***Event Marking National Summer Learning Day 2017 Will Be One of Hundreds Across the Nation Aimed at Keeping Kids Learning, Healthy and Safe this Summer***

**[CITY, STATE ABREVIATION]** – [NAME OF ORGANIZATION], in partnership with the [National Summer Learning Association](http://www.summerlearning.org) (NSLA), will highlight the importance of summer learning opportunities at [INSERT NAME AND/OR SHORT DESCRIPTION OF EVENT] on July [13 OR OTHER DAY].

Led by the [National Summer Learning Association](http://www.summerlearning.org/) (NSLA), National Summer Learning Day is an advocacy day aimed at elevating the importance of keeping all kids learning, healthy and safe during the summer. On this day each year, the country unites in advocacy efforts and celebrations hosted by hundreds of partner organizations from libraries to parks and recreation centers and civic and non-profit groups – all to promote awareness of the importance of keeping kids healthy and engaged during the summer. This year’s goal is to reach two million youth.

[INSERT HIGHLIGHTS OF THE EVENT]

[INSERT QUOTE FROM LOCAL PROGRAM LEADER AND/OR VIP. FOR EXAMPLE: “SUMMER LEARNING DAY IS AN ANNUAL REMINDER THAT SUMMERS MATTER AND IF WE WANT OUR KIDS TO DO WELL IN THE SCHOOL YEAR AHEAD, OUR COMMUNITIES NEED TO ENSURE STUDENTS GET THE SUPPORTS AND SERVICES THEY NEED TO CONTINUE GROWING AND THRIVING OVER THE SUMMER,” SAID NAME AND TITLE. “WE ARE DEDICATED TO SUPPORTING STUDENT ACHIEVEMENT THROUGHOUT THE SUMMER, AND OUR CELEBRATION TODAY MARKS OUR COMMITMENT TO THAT GOAL.”]

Research shows that summers without quality learning opportunities put our nation’s youth at risk for falling behind – year after year – in core subjects like math and reading. The math and reading skills low-income students lose each summer are cumulative and contribute significantly to the achievement gap between lower- and higher-income kids. A survey conducted by NSLA, indicated that two-thirds of teachers said they spend at least a month re-teaching students old material when they return from summer vacation.

Low-income youth also lose access to healthy meals over the summer. Six out of every seven students who receive free- and reduced-price lunches lose access to them when school lets out. And, research shows that children gain weight twice as fast over the summer compared to during the school year. Moreover, a lack of opportunity for meaningful mentorship and work experience prevents many older youth from successfully completing high school and entering post-secondary education or careers. See more at [*Summer by the Numbers*](http://www.summerlearning.org/wp-content/uploads/2017/05/SummerByTheNumbers.pdf)*.*

“Ensuring our children are engaged and learning during the summer months must be a national imperative,” said Matthew Boulay, Ph.D., NSLA founder and CEO. “On average, taxpayers invest $10-12,000 per child during the school year -- then we walk away for two to three months of the summer. We essentially let 20 percent of students’ academic growth be lost over the summer and fall short in supporting the 13 million children in food insecure homes.”

NSLA’s *Smarter Summers, Brighter Futures* [website](http://www.summerlearning.org/summer-learning-day/) supports promotion of National Summer Learning Day with an events calendar, summer meals locator, and user-friendly resources for families, summer programs providers, and municipal leaders – all to help keep kids healthy and engaged during the summer break.

The National Summer Learning Association is the only national nonprofit exclusively focused on closing the achievement gap by increasing access to high-quality summer learning opportunities. NSLA recognizes and disseminates what works, offers expertise and support for programs and communities, and advocates for summer learning as a solution for equity and excellence in education. For more information, visit [www.summerlearning.org](http://www.summerlearning.org).

**About [NAME OF LOCAL ORGANIZATION]**

[INSERT BOILER PLATE, OR BRIEF DESCRIPTION ABOUT LOCAL ORGANIZATION]

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