

SAMPLE PRESS RELEASE

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FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:
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Flood Relief Donations Need To Be Coordinated To Meet Public Need

There continues to be a great outpouring of people, businesses, and service organizations throughout the country collecting and donating goods and services to assist New Utopians.

Currently, food and clothing supplies are sufficient. The most useful form of assistance is donations of money. Make check and credit card donations to well-established, charitable organizations that are assisting the flood relief effort. Monetary donations allow charitable organizations the flexibility to purchase items that are needed most, and, unlike material donations, cash donations entail no transportation costs.

It is important that prior to collecting any relief items, donors should contact the receiving local or national relief organization to verify the need and to make necessary transportation arrangements. Shipments that do not have a voluntary agency, a specified location, and a contact person will not be unloaded.

The State Volunteer and Donations Coordination Center can be reached by calling 1-800-555-5555, outside the New Utopia area, and 555-5555, within the New Utopia metropolitan area. The Volunteer and Donations Center can help coordinate with a responsible agency to receive and distribute donated items. Failure to do this will result in personnel, time, space, and money being wasted to process the uncoordinated items and will further detract from the resources being available to provide direct support to the New Utopians in need.