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For Immediate Release



[Insert name of county] Youth to Celebrate National 4-H Week October 1-7

City, State (Month, Day, Year) — For the 75th consecutive year, millions of youth, parents, volunteers and alumni across the country will be celebrating *National 4-H Week* during the first full week of October. [Name of county] 4-H will leverage National 4-H Week this year by showcasing the incredible experiences that 4-H offers young people, and will highlight the remarkable 4-H youth in our community who work each day to make a positive impact on those around them.

[Insert a paragraph detailing how your program will be celebrating 4-H Week here]

“[Place quote from a local 4-H staff member about the value of the 4-H experience and how the youth have contributed to the community],” said [Individual’s name and title]. “[Highlight a specific project and the effect it will have on the community].”

[Insert a paragraph highlighting the most popular and/or the newest 4-H programs offered in your county.]

4-H alumni around the country are always the first to acknowledge the significant positive impact 4-H had on them as young people; the opportunities and experiences that 4-H provides youth empowers them to become true leaders. In fact, research has shown that young people in 4-H are almost four times as likely to contribute to their communities, and are twice as likely to engage in Science, Technology, Engineering and Math (STEM) programs in their free time.

In [name of county], more than [number] 4-H youth and [number] volunteers from the community are involved in 4-H.

One of the most anticipated events of National 4-H Week every year is *4-H National Youth Science Day*, which sees hundreds of thousands of youth across the nation taking part in the world’s largest youth-led science challenge. The exciting theme for this year’s challenge is Incredible Wearables. On Wednesday, Oct. 4, youth will use the engineering design process to build a prototype wearable technology that will gather data to help solve a real-world problem. Wearable technologies are now used in industries around the globe, from education and sport, to health, fashion, entertainment, transportation and communication. To learn more about National Youth Science Day, please visit <http://www.4-h.org/nysd/>.

About 4-H:

4-H, the nation’s largest youth development and empowerment organization, cultivates confident kids who tackle the issues that matter most in their communities right now. In the United States, 4-H

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programs empower six million young people through the 110 land-grant universities and Cooperative Extension in more than 3,000 local offices serving every county and parish in the country. Outside the United States, independent, country-led 4-H organizations empower one million young people in more than 50 countries. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture (USDA).

Learn more about 4-H at www.4-H.org, find us on Facebook at www.facebook.com/4-H and on Twitter at <https://twitter.com/4H>.

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Contact: [insert name], [insert title]
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