

EXAMPLE PRESS RELEASE

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PORTLANDERS SIT-IN, JOIN WITH OVER 100 CITIES TO DECLARE AN “ECONOMIC EMERGENCY FOR THE 99%”

Decaying bridges nationwide symbolize failure to put people back to work, protect the American Dream for the 99%

PORTLAND – During morning rush-hour this morning, unemployed people, union and non-union workers, Occupy Portland activists and other community members staged a non-violent sit-in on the structurally deficient Steel Bridge to draw attention to the work that needs doing in our communities.

“The economy, the banks and our leaders are failing the 99%,” said Beverly Scott, a retired teacher who has been unable to find work. “We can’t wait any longer for action. We need jobs – not more budget cuts. The Steel Bridge needs repair and is a symbol of our leaders’ failure to pass a jobs bill or do anything to help the 99%, while the bankers and other members of the 1% keep getting richer.”

Next week, the Congressional Super Committee is scheduled to release plans that will make deep budget cuts that could kill millions of more jobs, cut Medicare, Medicaid and Social Security, and worsen the economic emergency facing the 99%.

In Portland, the Steel Bridge is a vivid example of the many roads, schools and other infrastructure sites in need of repair nationwide. Many of these projects are highlighted on the website WorkThatNeedsDoing.com where Americans in Portland and nationwide have uploaded pictures of roads, bridges, parks, schools and other structures that could be repaired and help put people back to work.

Three years after Wall Street banks crashed the economy, 25 million people are still unable to find full-time work and the gap between the 1% and the 99% continues to grow. But instead of creating jobs, Congress continues to ignore the concerns of the 99%, and focuses on job-killing budget cuts and tax giveaways for the rich.

“It shouldn’t have to come to this, but banks and politicians are refusing to fix the problems that exist in this country,” said Erick Caravantes. “This really is an economic emergency. We have no choice but to engage in non-violent civil disobedience to make our voices heard. It’s past time for a change. We need an economy and a country that works for everyone, not just the 1%.”

We Are Oregon is a non-profit organization bringing people together to fight for a fair economy. Find out more at www.weareoregon.org.

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Press release tips

- Draft your release ahead of time, so you can edit based on how your action went, and then email it to reporters as soon as possible afterwards.
- This is your chance to write your own story. Write the release as you’d hope an article would appear in your local paper.
- Include contact info.
- End with your group’s statement of purpose or a description of your group.
- Google “press release” to read more examples and get a sense of the format.
- Include quotes from action participants, especially those directly affected by your issues.
- Include facts and statistics.
- Use the tips on the opposite page for targeting reporters.