*Strolling Thunder* Day-of News Release

News Release

*For immediate distribution*

Media contact: [NAME]

[PHONE NUMBER] [EMAIL ADDRESS]

[ORGANIZATION WEBSITE]

**Parents and Babies from Across [STATE/COMMUNITY] Come to [CITY/STATE CAPITAL] to Urge Policymakers to *Think Babies***

*[ORGANIZATION] leads families in advocating for [POLICY PRIORITIES]*

**[CITY, STATE]** ([MONTH] [DATE], 2019) — Parents from [GEOGRAPHIC BREADTH] of [STATE/COMMUNITY] will be [IN CITY/AT STATE CAPITAL] with their infants and toddlers today, [DATE], to urge their elected representatives to make babies’ care and development a priority in 2019 and beyond.

This *Strolling ThunderTM* event, organized by [ORGANIZATION], aims to increase legislators’ recognition about [POLICY PRIORITIES].

[INSERT LOCAL ORGANIZATION QUOTE ABOUT THE BRAIN SCIENCE AND THE POSITIVE RESULTS WHEN FAMILIES HAVE WHAT THEY NEED TO THRIVE].

In [STATE/COMMUNITY], parents will deliver that message directly when they [DESCRIBE *STROLLING THUNDER* ACTIVITY(IES) THAT INVOLVE ENGAGING WITH POLICYMAKERS]. The goal of the event is to emphasize why making young children’s potential a priority benefits [STATE/COMMUNITY], and impacts everything from economic development to long-term health.

[INSERT RELEVANT RESEARCH RELATED TO POLICY PRIORITIES AND WHY THEY ARE IMPORTANT].

But families without the social and economic resources to provide their babies and toddlers with positive, nurturing experiences are at a disadvantage. Nearly half of America’s babies live in or near poverty, which can undermine brain development. Giving all babies a strong start in life increases graduation rates, improves the quality of the workforce and improves health.

Following *Strolling Thunder*, [ORGANIZATION] will continue to educate the public and policymakers on the need for improvements in a wide range of supportive policies, including by mobilizing advocates across the nation. Additional information on *Think BabiesTM* and *Strolling Thunder* activities can be found at [ORGANIZATION WEBSITE HYPERLINK].

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**About [ORGANIZATION NAME]**

*[INSERT BOILERPLATE COPY HERE].*

**About Think Babies**

ZERO TO THREE created the *Think Babies* campaign to bring attention to what babies and their families need to thrive. The science is clear: Our brains grow faster between the ages of 0 and 3 than at any later point in our lives. Every second, more than one million new neural connections form. These connections have a lifelong impact on how babies learn and grow, and are stimulated and strengthened by nurturing relationships, early learning experiences, and good health and nutrition.

Our future begins with babies. *Think Babies* is a call to action for policymakers to prioritize the needs of infants, toddlers, and their families and invest in our country’s future.

Learn more at thinkbabies.org or follow @ZEROTOTHREE on Twitter.