*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], 20XX) — 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 20XX 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 *Think Babies* to bring attention to what babies and their families need to thrive. *Think Babies* is a call to action for policymakers to prioritize the needs of infants, toddlers, and their families and invest in our nation’s future.

Babies are our nation’s infrastructure. When we invest in babies and their families, we invest in our future workers, innovators, leaders, and our success as a nation. Yet opportunities to grow and flourish are not shared equally by all infants, toddlers, and families, reflecting past and present systemic racism and barriers to critical resources. Only when we ensure equal opportunity for **every** baby to reach their full potential will we be able build a strong foundation for our country.

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