*Strolling Thunder* Day-of News Release

News Release

*For immediate distribution*

Media contact: [NAME]

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[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].

Babies learn and grow in the context of their families. Every parent wants to give their child a strong start in life but decades of underinvestment in systems for supporting the health and well-being of young children and families and the insidious impacts of systemic racism stand in their way. Families and communities are struggling because the United States is failing to deliver the strong policies that set families up to be able to support the healthy development of their babies. When babies succeed, we all succeed. Only when we ensure equitable opportunity for every baby to reach their full potential will we reach the potential of our communities and our country.

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]**

*[INSERT BOILERPLATE COPY HERE INCLUDING TWITTER HANDLE].*

**About *Think Babies***

ZERO TO THREE created *Think Babies* to bring attention to what babies and their families need to thrive. It is a call to action for policymakers to prioritize the needs of infants, toddlers, and their families and invest in our nation’s future. In addition to federal advocacy, *Think Babies* works with state and community partners across the country elevate the needs of babies and families at all levels of government.

Every child deserves a strong start in life. The foundation we provide for them shapes their future and the future of our communities. 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. We must make the potential of every baby our national priority through policies that promote good health, strong families, and positive early learning experiences because when families succeed, we all succeed. Our future depends on it.

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