



# June is Recreation Month

## Press Release Tips and Information

The following is additional information to help guide you in writing a press release.

### Headline

Insert Engaging Headline – e.g., “June is Recreation Month Returns to [Community Name]!”

### Subheadline (optional)

Highlight a key detail or unique aspect – e.g., “Families invited to enjoy week-long activities promoting play, health, and connection”

### Quote

Insert quote from organization leader or community partner, e.g., Director of Parks & Recreation, [Name], said “June is Recreation Month is a wonderful opportunity to bring families and community members together, explore our beautiful surroundings, and enjoy active, inclusive play.”

### Participation and Registration

Provide details on how to participate or register, e.g., website link, email, or phone number.

### About June is Recreation Month

Provide a short overview of the initiative: origin, purpose, provincial coordination, impact, and how communities can participate. A short example has been added to the template, but this can be tailored for each community.

### Tips

- Customize the headline to reflect your community.
- Adjust event highlights to your local schedule.
- Include quotes from local officials, partners, or participants for authenticity.
- Ensure accessibility: include alt text for any photos shared digitally.
- Share with local media outlets, newsletters, and social media channels.

**Explore.**  
**Play.**  
**Discover.**