

**INCLUDE A PHOTO OF LOCAL MEMBERS WITH CHILDREN AND/OR SCHOOL PERSONNEL RECEIVING BOOKS.**

TIP: Newspapers are more likely to print the article that includes a photo. Be sure to list the names of those in the photo and obtain permission to use their pictures, especially children. The school should have students' photo permission on file.

FOR IMMEDIATE RELEASE

Month/Date/Year

Contact: Second Vice-President's Name

(Area Code) Phone Number

Email Address

## TEXAS RETIRED TEACHERS GIVE THE GIFT OF READING

(CITY) – More than (number) (name of county or area) children will receive free books this year, thanks to local retired public school employees. The Texas Retired Teachers Association (TRTA) recently announced this year's Children's Book Project, a statewide effort to place books into the hands of children who might not otherwise have their own.

"This is a fun undertaking, and as lifelong educators, we love encouraging children to read," said (name), president of the local TRTA unit. "Reading fosters knowledge and opens up the imagination. Every child should have books to call his or her own."

The TRTA has sponsored the book drive every year since 1998, soliciting book donations from its own members, community partners and even children themselves through a special student-to-student initiative. Last year, the program delivered (number) books to Texas youth.

**About TRTA:** The Texas Retired Teachers Association (TRTA) is the nation's largest organization of retired public school employees. TRTA advocates improved benefits for current and retired public education employees and seeks to advance the well-being of its members through community involvement and legislative advocacy efforts. The association is always accepting new members; for more information on TRTA, its membership opportunities and projects in the community, visit [www.trta.org](http://www.trta.org) or call 800.880.1650 or locally at (give local unit contact information).

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*Note to media: Photo opportunities are available with TRTA members and local students. Call (name) at (phone number) to make arrangements.*

**TRTA: THE VOICE FOR ALL PUBLIC EDUCATION RETIREES**