Sample Campaign Launch Media Advisory

**MEDIA ADVISORY FOR DECEMBER 7**

CONTACT: Alicia Jones, (123) 456-7890, [Alicia.Jones@YouthJusticeYS.org](mailto:Alicia.Jones@YouthJusticeYS.org)

**Advocates Launch Youth Justice InsertYourState, a Campaign to Close Rand and West Oak Youth Prisons**

**EASTON** –Advocates, youth, and other community members will gather at the YourState capitol building to launch a campaign to close Rand and West Oak, YourState’s largest and oldest youth prisons, on December 7th. The new campaign, Youth Justice YourState, will also release a report at the event outlining the problems with YourState’s current youth justice system and recommending specific changes.

In YourState and across the country youth prisons are unsafe, with far too many incarcerated youth suffering physical and sexual violence. They are also ineffective, and unfair: incarceration can actually increase re-offense rates, and African-American and Latino youth are much more likely than white youth to be incarcerated. Despite costing millions, youth prisons due little to address youth’s needs, and also disrupt families, whose children may be incarcerated hours away. Youth Justice YourState believes that by closing Rand and West Oak and redirecting the cost savings to create a continuum of community-based alternatives, YourState will be making better use of taxpayer dollars while creating better outcomes for young people and their communities.

**WHAT**: Community Event Launching Youth Justice YourState &

Release of New Report

**WHO**: **Rhonda Jackson,** Campaign Director, Youth Justice YourState

**Seema Most,** Policy Director,YourState Youth Advocates

**Jennifer Jones,** Youth Justice Director, ACLU of YourState

**Ronald F.** Youth previously incarcerated at West Oak

**WHEN**: Thursday December 7, 2017 at 12:00pm

**WHERE:** State Capitol, 1 Main Street, Easton

***Media wishing to attend should RSVP to*** Alicia Jones, [Alicia.Jones@YouthJusticeYS.org](mailto:Alicia.Jones@YouthJusticeYS.org) or (123) 456-7890 ***by December 6, 2017***

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*Youth Justice YourState is a coalition of community organizations, advocates, youth, and families working to close YourState’s youth prisons and encourage reinvestment in proven therapeutic and community-based interventions as an alternative to incarceration.*