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**Extra! Extra!**

How to distribute a media release about your grant

Cummings Foundation will distribute a general media release to the major Boston news publications in June. We ask that grant recipients send personalized releases announcing their awards to the local publications in their communities as well as any relevant industry publications.

**2. Identify local media**

* Newspapers serving your city or town
* Online news sites for your area or industry
* Relevant blogs
1. **Write the story**
* Use all or parts of the template, inserting your nonprofit’s details and quotes in the highlighted portions.
* Or write your own from scratch!

**3. Add a visual**

* Snap a photo with staff, volunteers, or clients holding the enclosed poster.
* Visit a “photo station” at the Grant Winner Celebration to have your picture taken with a Cummings Foundation representative. These pictures will be available for free download in the days following the event at **flickr.com/photos/cummingsproperties/albums**.

**4. Distribute the release**

* Go to each publication’s website to find the editor’s name and email.
* Draft a brief cover email to the editor. Just a few sentences is fine—the release will tell the whole story.
* Post the release on your own website for your supporters to see.
* When the story is published, share it via social media.

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**TEMPLATE**

**FOR IMMEDIATE RELEASE**

**Contact:** CONTACT NAME, ORGANIZATION, PHONE, EMAIL

**Contact:** Alison Harding, Cummings Foundation,781-932-7093, aeh@cummings.com

**ORGANIZATION awarded $XXX,XXX Cummings grant**

*CITY/TOWN nonprofit receives X years of funding from Cummings Foundation*

CITY, MONTH XX, 2022 – ORGANIZATION is one of 140 local nonprofits to receive grants of $100,000 to $500,000 each through Cummings Foundation’s $25 Million Grant Program. The CITY-based organization was chosen from a total of 580 applicants during a competitive review process. It will receive $XXX,XXX over NUMBER years.

ONE- TO TWO-SENTENCE DESCRIPTION OF ORGANIZATION

QUOTE ABOUT WHAT RECEIVING THE GRANT MEANS TO THE ORGANIZATION

BRIEF DESCRIPTION OF WHAT ORGANIZATION PLANS TO DO WITH GRANT FUNDS

TheCummings $25 Million Grant Program supports Massachusetts nonprofits that are based in and primarily serve Middlesex, Essex, and Suffolk counties.

Through this place-based initiative, Cummings Foundation aims to give back in the areas where it owns commercial property. Its buildings are all managed, at no cost to the Foundation, by its affiliate, Cummings Properties. This Woburn-based commercial real estate firm leases and manages 11 million square feet of debt-free space, the majority of which exclusively benefits the Foundation.

“We are so fortunate in greater Boston to have such effective nonprofits, plus a wealth of talented, dedicated professionals and volunteers to run them,” said Cummings Foundation executive director Joyce Vyriotes. “We are indebted to them for the work they do each day to provide for basic needs, break down barriers to education and health resources, and work toward a more equitable society.”

With the help of about 90 volunteers, the Foundation first identified 140 organizations to receive grants of at least $100,000 each. Among the winners were first-time recipients as well as nonprofits that had previously received Cummings Foundation grants. Forty of this latter group of repeat recipients were then selected to have their grants elevated to 10-year awards ranging from $200,000 to $500,000 each.

“Our volunteers bring diverse backgrounds and perspectives, which is so critical to our grant selection process,” said Vyriotes. “Through this democratized approach to philanthropy, they decide more than half the grants every year.”

This year’s grant recipients represent a wide variety of causes, including food insecurity, immigrant and refugee services, social justice, education, and mental health services. The nonprofits are spread across 45 different cities and towns.

The complete list of 140 grant winners, plus more than 900 previous recipients, is available at [www.CummingsFoundation.org](http://www.CummingsFoundation.org).

Cummings Foundation has now awarded more than $375 million to greater Boston nonprofits.

**About ORGANIZATION**

ADD BOILERPLATE OR BRIEF DESCRIPTION OF ORGANIZATION.

**About Cummings Foundation**

Woburn-based Cummings Foundation, Inc. was established in 1986 by Joyce and Bill Cummings and has grown to be one of the largest private foundations in New England. The Foundation directly operates its own charitable subsidiaries, including New Horizons retirement communities, in Marlborough and Woburn, and Cummings Health Sciences, LLC. Additional information is available at [www.CummingsFoundation.org](http://www.CummingsFoundation.org).

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PHOTO: ADD CAPTIONS FOR TWO OR THREE PHOTOS THAT YOU PROVIDE