

## News Release Template

The news release below is to be customized to fit your local details and situation. It is also available as a separate attachment, for your convenience. Before sending it out, don't forget to check your local media outlets on their deadlines to ensure they receive your information in enough time.

Opportunities to add your local information are highlighted in yellow, and should obviously be switched back to normal formatting with the yellow highlighting removed when you finish editing. Once you're finished adding your own information, this can be emailed or faxed to your media – television, radio, print and online outlets.

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### For Immediate Release

Contact: **INSERT NAME OF SPOKESPERSON**  
**INSERT DAYTIME PHONE NUMBER**  
**INSERT EMAIL ADDRESS**

### 'Tommy Moose' Comforts Kids In Traumatic Situations

*Moose organization program supports children in need*

Tommy Moose, a 12-inch-tall plush animal has positively impacted thousands of children's lives across the North American continent, thanks to the men and women of the Loyal Order of Moose. Over 120,000 Tommy Moose dolls have been delivered to police, fire, hospital, and other emergency workers who use them in the course of their jobs, when interacting with children.

When a child experiences a traumatic event – domestic violence, natural disaster, or accident – emergency services workers across the continent are turning to this unique program as it marks its seventh year of helping children in need.

Moose International's Tommy Moose program provides the plush Tommy dolls at no cost to police officers, firefighters, and ambulance personnel all over North America. They keep Tommy in their vehicles, ready to be given to children when they are involved in fires, accidents or other traumatic situations.

**INSERT LOCAL EVENT INFORMATION, IF APPLICABLE, HERE.**

The Tommy Moose program is one of the most successful and effective of the many community service initiatives sponsored by the Moose, an international organization of roughly 1.2 million men and women dedicated to caring for young and old, bringing communities closer together and celebrating life. The men and women of the Moose conduct community service programs valued between \$75 million and \$100 million annually throughout North America.

**INSERT LOCAL EXAMPLE, IF APPLICABLE, HERE.**

Police Chief Chris Paitzel of Piedmont, WV, understands firsthand the effectiveness of the Tommy Moose program. "Interviewing children is very difficult. Things have happened to them, and they (may) think they did something wrong. With Tommy Moose, they hold onto him and almost immediately open up," explains Paitzel.

Paitzel recalled a crucial situation in late 2007 when the Tommy Moose plush doll helped children open up and provide details about being abused. "So many details came out of these stories that the guy had no choice but to plead guilty – and he was sentenced to 25-40 years in prison," said Paitzel. "If it wasn't for Tommy Moose, we most likely wouldn't have gotten the in-depth information that we obtained. The guy landed in jail for many years, and gave the kids and families some closure," he added.

The National Institutes of Health recognizes that "helping children begins at the scene of the event" to combat the fear, helplessness and anxiety a child may feel during a stressful time. Other research has demonstrated that role-playing with cuddly plush dolls enables children to express feelings they may otherwise suppress.

"We have always striven to put forth programs that make our communities better places to live and raise families," said Bill Airey, Moose International's Director General/CEO. "Tommy Moose is one that has especially struck a chord with police, firefighters and ambulance personnel—the heroes in our communities who keep us safe and take care of us at our worst times," he added.

Emergency service providers and Community Service organizations who desire to know more about the Tommy Moose program, and individuals interested in discovering what Moose members are doing in the local community are invited to visit [www.mooseintl.org](http://www.mooseintl.org), [www.tommymoose.org](http://www.tommymoose.org), or contact **INSERT LOCAL PHONE NUMBER**.

The Moose organization maintains more than 1,800 Moose Centers across the U.S., Canada, Great Britain and Bermuda, providing members with family-oriented social, dining and sports activities. The Moose organization's main endeavors include Mooseheart Child City & School, a residential community and school for children whose families are unable to care for them; and Moosehaven, a Florida retirement community for senior members in need. Children at Mooseheart, located outside of Chicago, receive the nurturing home, spiritual development and solid education they need to reach their full potential through a variety of innovative, nationally recognized educational and family-living programs.

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