**YOUR**

**LOGO**

**HERE**

**MEDIA RELEASE**

**RELEASE / EMBARGOED UNTIL DATE**

***e.g. Embargoed until 9am, Thursday 8 July 2021***

**HEADLINE e.g. Youth Movement Call on Government to Scrap Centrelink’s Age of Independence**

**WHAT HAPPENED + KEY DETAILS**

Ensure you’ve included the who - what - where - when - why - how of what’s happened, or is going to happen.

*E.g. On Tuesday 13 July from midday, young people in all major Australian cities led by youth coalition Social Security For All will march to call on the Federal Government to scrap Centrelink’s age of independence test for social security payments and provide greater access to these critical financial supports for young people*.

**QUOTE/S**

From those closest to the story and its impact. This might be you, another young person at your movement or organisation, or someone directly affected by the issue. Pick a quote with punch - something emotive or with a strong statistic in it so it’s likely to be used by the media.

*E.g “Currently, Youth Allowance applicants under 22 must prove financial independence from their parents and carers through a cumbersome and illogical application. This ageist process disadvantages many young people and exacerbates poverty. We want this changed so more young people can be supported through tertiary education at a most exciting time in their lives.”*

**CALL TO ACTION + NEXT STEPS**

Tell the media your asks, or the specifics of your action. Include any links to your website, action pages or petitions.

*E.g. Social Security For All are seeking to have the age of independence test removed from all payment applications, but for young people under 22 this would primarily be Youth Allowance and Newstart. The national march was scheduled after a petition calling for this criteria to be scrapped gained more that 50,000 signatures from across the country. This number continues to climb.*

**SPOKESPEOPLE**

E.g. Example Eli, Lead Organiser at Social Security for All is available for interview on request.

**MEDIA CONTACT / BOOK AN INTERVIEW**

E.g. *For more information or to book an interview, contact:*

*Media Maisy - Communications Manager*

*04XX XXX XXX*

*media@example.com*

**IMAGE**

If you have any high-quality, relevant imagery of your campaign, moment, MP meeting etc. include it and note the source for journalists to use in their coverage.