

**For Immediate Release**

**[Insert name of county] Youth to Celebrate**

**National 4-H Week October 5-11**

City, State (Month, Day, Year)— More than 6 million young people across the country today will celebrate *National 4-H Week*, an annual celebration of 4-H during the first full week of October. [Name of county] 4-H will leverage *National 4-H Week* this year to showcase the great things that 4-H offers young people and highlights the incredible 4-H youth in the community who work each day to make a positive impact on the community.

[Insert a paragraph detailing how your program will be celebrating 4-H Week here]

“[Place quote from a local 4-H staff member about the value of the 4-H experience and how the youth have contributed to the community],” said [Individual's name and title]. "[Highlight a specific project and the effect it will have on the community]."

[Insert a paragraph highlighting the most popular and/or the newest 4-H programs offered in your county.]

Research has proven that participation in 4-H has a significant positive impact on young people. Recent findings from the Tufts University *4-H Study of Positive Youth Development* indicate that, when compared to their peers, young people in 4-H are:

* Nearly four times more likely to contribute to their communities,
* Two times more likely to pursue healthy behaviors like, and
* Two times more likely to engage in Science, Technology, Engineering and Math (STEM) programs in the out-of-school time.

In [name of county], more than [number] 4-H youth and [number] volunteers from the community are involved in 4‑H. To learn how to become a 4-H member or volunteer leader in [name of county] County, contact [name], [title], at University of Nebraska–Lincoln Extension, [name of county] at [phone number] or [E-Mail address].

Also during National 4-H Week, hundreds of thousands of youth from all around the nation will complete a single, innovative experiment on *4-H National Youth Science Day*, which will be held on Wednesday, Oct. 8, 2014. The 2014 National Science Experiment *Rockets to the Rescue*, willtask youth to design and build an aerodynamic food transportation device that can deliver a payload of nutritious food to fictitious disaster victims. Youth will learn engineering concepts, develop math skills, learn about nutrition and help solve a relevant, global issue. To learn more about National Youth Science Day, please visit <http://www.4-h.org/nysd/>.

**About 4-H:**

4-H, the nation’s largest youth development and empowerment organization, cultivates confident kids who tackle the issues that matter most in their communities right now. In the United States, 4-H programs empower six million young people through the 109 land-grant universities and Cooperative Extension in more than 3,000 local offices serving every county and parish in the country. Outside the United States, independent, country-led 4-H organizations empower one million young people in more than 50 countries. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture (USDA).

Learn more about 4-H at [www.4-H.org](http://www.4-h.org/), find us on Facebook at [www.facebook.com/4-H](http://www.facebook.com/4-H" \t "_blank) and on Twitter at <https://twitter.com/4H>.

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**Contact:** [insert name], [insert title]

[insert telephone number], [insert E-mail address]