**Sample Press Release**

When you receive your Bronze, Silver or Green Flag Award this is an excellent opportunity to promote your school and your Eco-Schools Programme in the local media. To help, here is a press release that you can modify for your own needs.

[Name of School] in [Town, Place, etc] has been awarded a prestigious Eco-Schools Bronze/Silver/Green Flag by the environmental charity Keep Northern Ireland Beautiful.

The Eco-Schools Programme is the world’s largest Environmental Education programme and aims to make environmental awareness and action an intrinsic part of the life and ethos of a school. Its participatory approach and combination of learning and action makes it an ideal way for schools to begin improving the environments of schools and their local communities. Eco-Schools work through a simple seven-step process resulting in the programme becoming central to the school's ethos. Schools can choose from ten eco-topics ranging from litter and waste to energy, biodiversity and transport to name a few. Eco-Schools work towards achieving awards - bronze, silver and the prestigious Green Flag.

The internationally recognised Green Flag is this highest award given to Eco-Schools and symbolises excellence in the field of environmental activity. [Place some information here about photograph or work undertaken at the school including topics covered][Thank Delivery Partners who helped and others]The International Eco-Schools Programme is operated in Northern Ireland by Keep Northern Ireland Beautiful and is a free to enter programme. Please visit [www.eco-schoolsni.org](http://www.eco-schoolsni.org) for further information.

Send your press release along with a nice photo showing your Eco-Schools success to your local paper and congratulations on all your great work!