

**XX Joins Nationwide Share Gratitude 2020 Campaign to Amplify Hope In (INSERT CITY/COMMUNITY) This Holiday Season**

*Feel-good campaign encourages people to share stories of gratitude through the power of social and mainstream media*

**XX, XX** – In the grip of the severe direct and indirect impacts of the COVID-19 pandemic, 2020 has likely been the most difficult year ever experienced by people in (insert community name) and across America. To ignite a more positive spirit of thankfulness, (insert newspaper name) is excited to announce its participation in [**Share Gratitude 2020**](http://sharegratitude2020.com). The inspiring holiday campaign, created by [**America’s Newspapers**](https://newspapers.org/), a national newspaper trade association, and [**Sachs Media**](http://www.sachsmedia.com/), a leading Florida-based communications firm, and will run November 16 through January 2021.

**Share Gratitude 2020** encourages people of every demographic across the country to look into their hearts and share what they’re grateful for – health, family, friends, pets or anything else.

“The virus and other major stressors have draped a blanket of dark days from coast to coast, leaving many Americans grappling with how to keep their spirits up,” said quote from (newspaper). “This Share Gratitude 2020 campaign can make an important difference in the lives of people across (local community/area), and we’re pleased to be a part of it.”

**Join the Gratitude Movement**

1. How to Share:

* *Share Locally:* Visit (Insert Newspaper)’s Facebook page to share your gratitude submission with your fellow neighbors.
* *Tell the Nation*: Visit ShareGratitude2020.com to share your submission with people across the country!
  + Click "Share My Gratitude" – write about what you’re grateful for and decide if you want to share a photo or video.
    - * To share an image, upload it using the "Upload Now" button.
      * To share a video, share the link to the video in the field provided.
  + Click “Submit!”

1. Once your gratitude submission is uploaded, tell your friends and family via social media. Tag three people and include **#ShareGratitude2020** to spread the word!

“Despite the profound and prolonged hardships of this toughest time from the virus, each of us can still readily identify and embrace those many meaningful blessings that are the center of our lives,” said Ron Sachs, Founder/CEO of Sachs Media, which conceived and created the campaign. “While our pre-pandemic lifestyles and quality of life have been radically altered, we want to prompt people to tap into the many things that still positively define their days and share gratitude in a way that fuels a valuable, virtual, viral campaign.”

Select submissions will be shared via (insert newspaper)’s Facebook page and in our printed papers. The public is invited to visit ShareGratitude2020.com to watch and share inspiring gratitude submissions from others across the country. With the support of America’s Newspapers’ strong network of publications, local newspapers in cities throughout the United States can inspire their neighbors by sharing their submissions online and in their community papers.

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**About (Insert Newspaper)**

**About America’s Newspapers**

On behalf of its approximately 1,500 newspaper and associate member companies, America’s Newspapers is committed to explaining, defending and advancing the vital role of newspapers in democracy and civil life. We put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses. Learn more: [www.newspapers.org](http://www.newspapers.org/).

**About Sachs Media**

Now in its 25th year, Sachs Media is the go-to strategic communications partner for mid-size to large corporate, nonprofit and government organizations with high-stakes challenges. Based in Florida with national reach, it has perfected the art and science of promoting issues, brands and services. Sachs Media believes in insight-informed strategy — doing the right things to reach the right audiences and achieve the right outcomes, measuring success the way its clients do. With headquarters in Tallahassee and offices in Orlando, Fort Lauderdale and Washington, D.C., the award-winning team has the experience, specialized skills and bandwidth to treat each client’s high-stakes issue as a top priority.