

[Date of Sending]

for immediate release

Bringing CHANGE to Our World
Young Canadians “Give a Dime” about Global Poverty

In Sierra Leone, West Africa, not everyone has the privilege of sitting in a classroom.

The amount of money that North Americans spend annually on ice cream, however, could foot the 5.3 billion dollar bill that it would take to send all of these 77 million children to school.

Students from [school name] have joined with CAUSE Canada, an international development organization (www.cause.ca) in a **CHANGE Our World** campaign. They will be bringing in loose change—cleaning out wallets, piggy banks and purses of the jingling coins—in an effort to make a big difference in the lives of students in Sierra Leone. It will run from [dates] with the aim of raising [fundraising target] to go towards [items that school is fundraising towards]. **Our change could change their world.**

For more information, contact:

