

OPERATION KID-TO-KID™ NEWS RELEASE



Adapt the information in this news release to fit your church's Avalanche Ranch. Then submit typed, double-spaced copies to your local newspapers, radio stations (especially your Christian radio station), and TV stations. You may want to check with them for any other specific requirements regarding news releases.



[Name of church] will be involved in a worldwide missions project called Operation Kid-to-Kid™. For this project, children attending [name of church]'s Avalanche Ranch vacation Bible school will provide soft Prayer Bears and copies of *The Survivor's Bible* for orphans in Africa.

Operation Kid-to-Kid will show kids that with Jesus' help, they can impact their world. The Prayer Bears will be shipped to International Bible Society, who will distribute them to orphans in Central and South Africa.

Because of children's generosity, Operation Kid-to-Kid has grown to become one of the world's largest global outreaches of children serving children.

Past Operation Kid-to-Kid programs have allowed more than a million children in North America to send hundreds of thousands of hygiene items, Spanish Bible materials, blankets, and shoes and socks to children around the world. (For more information about Operation Kid-to-Kid, visit www.ok2k.org.)

Operation Kid-to-Kid is just one part of Avalanche Ranch! Avalanche Ranch begins [starting date] and continues through [ending date]. It's located at [name of church and church address]. Registration opens each day at [starting time] and closes at [ending time]. For more information, call [church phone number].