

## **Sample Press Release**

Students Paint Bomb shelter in North of Israel

(opening line with main headline repeated)

Students from Boston University attending a campus Birthright Trip spent an afternoon painting the walls of kindergartens in the city of Haifa in the North of Israel.

(expand on the story- adding more details)

The 45 students all aged between 18 and 26 were spent a total of ten days on a free trip between 10 to 20 December touring the country and visiting sites including the Old City in Jerusalem, the Dead Sea, Lake Kinneret, Tel Aviv and much more. Since 1999 over 300,000 Americans have taken part in free Birthright trips.

(quote someone )

David Cohen (22) from New York a participant on the trip who studies Chemistry at BU said:

"The whole trip was so inspiring, I really had a great time and I can't believe it was actually free! It was so good we were able to help the residents in Haifa by painting one of Haifa's kindergartens. The children were so grateful and excited for our help and we had a lot of fun in the process."

(call to action)

Students at BU interested in finding out more about the free Birthright trip can contact Izzy Rail, on 12345678 or check out [www.freebostonuniversityIsraeltrip.com](http://www.freebostonuniversityIsraeltrip.com)