## **Sample Press Release**

FOR IMMEDIATE RELEASE

**National Alliance for Children's Grief Members Unite for #FlipTheScript Campaign in Recognition of Children's Grief Awareness Month, November 2024**

 [City, State] - In recognition of Children's Grief Awareness Month this November, the [Your organization] is coming together with other members of the National Alliance for Children’s Grief to "flip the script" on grief. Throughout the month, we are collectively committed to providing essential tools and resources to foster a more grief-informed society. This initiative, created by NACG with support from national childhood grief organizations, [Dougy Center,](https://www.dougy.org/) [Eluna](https://elunanetwork.org/), [Experience Camps](https://experiencecamps.org/), and [Judi’s House](https://judishouse.org/), seeks to address the common challenges people face when supporting those who are grieving, aiming to replace potentially hurtful statements or silence with action-based responses.

Drawing directly from the feedback of young people who are grieving, the campaign encourages individuals, communities, and professionals to shift away from hurtful and dismissive words often said to young people who are grieving. They highlighted the painful impact of common phrases like “it’ll be fine” or “that sucks,” which can isolate and invalidate what is, for many, a deeply personal experience. Instead, the young people are asking for real, tangible support, replacing these words with actions that genuinely make a difference, such as simply sitting and listening while pressing pause on the advice and understanding that everyone’s grief experience is unique.

They are asking us to:

* Be present.
* Listen actively.
* Actions speak louder than words.
* Press pause on advice.
* Get moving - grief is physical, not just emotional.
* Cultivate a supportive environment for sharing.
* Empower young people's voices.
* Recognize the uniqueness of each person’s grief.

Children's Grief Awareness Month serves as a poignant reminder of the importance of acknowledging and supporting children who are grieving and their families. According to the JAG Institute’s 2024 [Childhood Bereavement Estimation Model](https://judishouse.org/research-tools/cbem/cbem-reports/) Report, an alarming statistic underscores the urgency of this effort: 1 in 12 children, or approximately 6.3 million children, in the United States, will experience the death of a parent or sibling by the age of 18. The profound impact of this loss cannot be understated. In 2022 alone, nearly 1,100 children were bereaved every day, emphasizing the need for greater awareness and support for those navigating the complexities of childhood grief.

[Your name], [Title], [Organization], emphasized the significance of Children's Grief Awareness Month, stating, "[insert quote]."

Throughout November, we will be sharing actions we can take to support a young person who is grieving. By fostering a more grief-informed society, we can collectively help alleviate the pain and isolation that children who are grieving often experience.

For more information on Children's Grief Awareness Month and to access valuable resources for supporting children who are grieving, please visit <https://nacg.org/flipthescript/> and search for **#FlipTheScript** on Facebook and Instagram.

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**About [your organization]**

Insert paragraph about your organization.