*Make a Difference Week*

**Digital Asset Kit**

*News post/Press release* - Copy/paste the content below and replace all prompts (e.g., “[ENTER EVENT NAME ]”) with specific information about your event.

FOR IMMEDIATE RELEASE

[YOUR ORGANIZATION NAME] Joins Global Movement for Ecological Restoration During Make a Difference Week 2025

[LOCATION (E.G. CITY, STATE/PROVINCE/REGION)] – [YOUR ORGANIZATION NAME] is proud to participate in Make a Difference Week, an annual global event hosted by the Society for Ecological Restoration (SER) from 31 May - 8 June 2025. This worldwide initiative brings together individuals and organizations for a week of impactful restoration action aimed at creating positive ecological change through local volunteer efforts.

As part of Make A Difference Week 2025, [YOUR ORGANIZATION] is hosting [EVENT NAME] on [EVENT DATE] at [EVENT LOCATION/TIME]. This volunteer event will engage participants in [BRIEF DESCRIPTION OF RESTORATIVE ACTIVITIES].

"[*Insert quote reinforcing your organization's commitment to ecological restoration and the importance of events like Make a Difference Week*]," said [YOUR ORGANIZATION SPOKESPERSON].

To register, please visit [WEBSITE/REGISTRATION LINK].

The goal of Make a Difference Week is to showcase the collective power of local action in driving global environmental progress. Through registered events worldwide, volunteers have the opportunity to join Certified Ecological Restoration Practitioners and SER community members in hands-on restoration projects that apply SER’s *International Principles & Standards for the Practice of Ecological Restoration, 2nd Edition*.

This year, organizers are aiming to register over 300 events across at least 40 countries on every continent. Many SER Chapters and Student Associations are also involved: SER Northwest, SER International Network for Seed-based Restoration, SER Ontario, SER Mid-Atlantic, SER Eastern Canada, SER Australasia, SER Europe, SER Western Canada, SER Asia Networking Group, SER Rocky Mountains, SER UNED University of Costa Rica, and SER University of Victoria.

[YOUR ORGANIZATION] encourages community members to get involved in [EVENT NAME] on [DATE] by [REGISTRATION/SIGN-UP DETAILS]. This event supports the United Nations Decade on Ecosystem Restoration 2021-2030 and Make a Difference Week's mission of connecting passionate volunteers with tools for creating positive change.

For more information about [EVENT NAME] or to register, please visit [WEBSITE/REGISTRATION LINK].

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About [YOUR ORGANIZATION NAME]

[*Brief boilerplate description of your organization*]

Contact [INSERT COMMUNICATIONS CONTACT]

Name:

Position:

Email:

Phone: