**FOR IMMEDIATE RELEASE**  
**CONTACT:**  
[Date], 2025  
[NAME]  
[EMAIL]

**[Name of District] Promotes Stewardship Week**

**[City]** — **[Name of District (Acronym)]**, in partnership with the National Association of Conservation Districts (NACD), is celebrating the **70th Annual Stewardship Week** from **April 27 – May 4, 2025**, with the theme **“Home is Where the Habitat Is.”**

**[District Acronym]**, led by **[title + name of district official]**, is a proud member of NACD, which oversees this national program. The theme highlights the importance of both natural and managed habitats in maintaining biodiversity, supporting water quality, and ensuring healthy soils.

“Soil and water conservation is all about protecting the habitats that keep our environment healthy. Whether it's forests, wetlands, or grasslands, these habitats provide so much - clean air, safe homes for wildlife, clean water and a stable environment for everyone,” **said NACD President Gary Blair.** “This year’s theme, ‘Home is Where the Habitat Is,’ is a reminder that taking care of our habitats is key to a healthy, thriving community and future.”

Throughout Stewardship Week, **[district acronym]** will host a variety of events focused on habitat conservation, including **[overview of activities or events]**, on **[date(s) and time(s)]**. These efforts are designed to raise awareness about the vital role that habitats play in the long-term health of the environment.

Stewardship Week resources celebrating **“Home is Where the Habitat Is”** are available for free download on the NACD website.

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***About the National Association of Conservation Districts:***

*The National Association of Conservation Districts is a nonprofit organization that represents the nation’s 3,000 conservation districts, their state and territory associations and the 17,000 individuals who serve on their governing boards. For more than 70 years, local conservation districts have worked with cooperating landowners and managers of private working lands to help them plan and apply effective conservation practices. For more information about NACD, visit:*[*www.nacdnet.org*](https://nacdnet.z2systems.com/track/servlet/DisplayLink?orgId=nacdnet&emailId=be6b2fb18ed0d3f42c2777e426c6a14ebm9903611be6&secureId=HUPCVNDERKusvRxUviHPHg%3D%3D&linkId=12021&targetUrl=https://www.nacdnet.org/)*.*

**HELPFUL TIPS FOR THE STEWARDSHIP WEEK PRESS RELEASE**

**FOR STATE CONSERVATION DISTRICT ASSOCIATIONS**

Personalize the Press Release

* Fill in your state association’s details: Replace placeholders like [State Name] and [District Name] with your state’s specific information.
* Insert event information: Include any statewide events or activities your association is hosting for Stewardship Week.

Distribute to Local Districts

* Send to all local conservation districts: Share the press release template with districts in your state. Encourage them to customize the release and send it out to their local media outlets.
* Provide guidance: Offer suggestions on where to send the press release (see list of media contacts below).

Send to Statewide Media

* Distribute to state-level media: Send the release to state newspapers, radio stations, and TV stations. Reach out to environmental publications!
* Don’t forget state-level environmental blogs, state conservation organizations, community conservation and watershed groups, partnering government agencies such as wildlife, state parks, and environmental organizations.

Contact Legislators and Officials

* Send the press release to state representatives, senators, and governor’s office (don’t forget your proclamation as a great reason to visit the governor’s office! Ensure the state’s leadership is aware of Stewardship Week and its importance. We encourage you to keep your local elected officials engaged!

Share with Educational and Community Organizations

* Send it to state schools, libraries, and other youth environmental organizations across the state to increase awareness and support for Stewardship Week.

**For State Conservation District Associations *Continued next page:***

**For State Conservation District Associations *Continued.***

Use Social Media

* Post the press release on your social media accounts and tag local media and @NACDconserve on Facebook, Instagram and X to increase engagement.
* Use hashtags like #NACDStewardshipWeek, #StewardshipWeek2025 and #HomeIsWhereTheHabitatIs to amplify your message.
* Track your social media insights for engagement and reach to see how well your message is spreading. Use this data to adjust your strategy for future posts and ensure you're connecting with as many people as possible. Utilize this engagement when reporting for associated grants.

**Tips for Maximizing Reach:**

* Send early: Make sure to send your press release 1-2 weeks before Stewardship Week to allow media outlets and partners time to feature it.
* Track your coverage: Keep an eye on where your press release is featured to measure success.
* Engage with local leaders: Ask local officials to share the news of your Stewardship Week events on their social media or during meetings.

**HELPFUL TIPS FOR THE STEWARDSHIP WEEK PRESS RELEASE**

**FOR CONSERVATION DISTRICTS**

Customize the Press Release

* Personalize with district details: Add your district's name, local events, and official’s contact info. Update the activities you’re hosting for Stewardship Week.
* Update dates: Ensure the dates for Stewardship Week (April 27 – May 4, 2025) are correct and include any specific dates or times for local district activities.

Distribute Locally

* Send to local media: Reach out to local newspapers, radio stations, and TV stations with the press release.
* Target local online media platforms: Local blogs, community news websites, and event calendars are great places to distribute the release

Share with Community Leaders

* County leadership: Request a district or county wide proclamation using the Stewardship Week Proclamation template.
* Send to city councils, mayors, and local officials: Request that they recognize Stewardship Week in their communities.
* County Extension Office: Always engage your local extension services and extension agents in your community events, especially Stewardship Week! Take Stewardship Week rack cards to the county extension office. *What county extension office does not have a huge rack card display, am I right?*
* Engage local schools and youth groups: Present Stewardship Week to your local Board of Education. Let schools, libraries, homeschool groups, and community organizations know about your events. Pass the news along to FFA, 4H, Scouts, Jr. Master Gardener, faith-based youth organizations and more!

**For Conservation Districts *Continued next page:***

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