

IYRP Western SARE Media Alert Template

Notify local or regional media outlets of upcoming IYRP Western SARE events, exhibits, or programs. Send 7–10 days in advance. Keep the language concise, clear, and compelling to increase chances of pickup.

MEDIA ALERT

FOR IMMEDIATE RELEASE

HEADLINE: [Engaging title about the event – keep under 10 words; action-oriented if possible]

WHO: [List host organizations/partners]

WHAT: [2–3 sentences in plain language describing what attendees will see, do, or learn. Include whether the event is free or ticketed.]

WHEN: [Day of week, full date, and time]

WHERE: [Venue name + full address]

WHY: [1–2 sentences on significance. Connect to rangelands/pastoralists and why the public/media should care.]

EXPANDED OVERVIEW:

[Write 4–6 sentences expanding on the event, exhibition, or program. Bring in pastoralist or community voices—use pull quotes if possible. Highlight unique activities (e.g., weaving demo, photo walk, seed exchange), notable guests or collaborators, and the local community connection. This section should give media and the public a fuller sense of what makes your event meaningful.]

VISUALS:

[Attach or link 1–3 high-quality, press-ready images. Horizontal format (landscape) preferred for general media use. Vertical format preferred for social media. Include credits and captions (e.g. “Subject, Location (Year, if applicable). Courtesy of [Affiliation, if applicable]. Photo © [Photographer])

CONTACT:

[Name, title, phone, and email for media inquiries]

SOCIAL MEDIA + WEBSITE:

[List handles and hashtags + organizational website]

About IYRP

The United Nations–designated **International Year of Rangelands and Pastoralists (IYRP)** highlights the ecological, cultural, and economic importance of rangelands worldwide. Local events like this one connect regional stories to a global campaign, demonstrating that rangelands and pastoralist cultures are vital everywhere. Learn more at <https://iyrp.info>.

IYRP Western SARE Media Alert – Sample

MEDIA ALERT

FOR IMMEDIATE RELEASE

Stories from the Sagebrush: Community Art Exhibit

WHO: Timberland Regional Libraries, Western SARE, and the Olympia Rangeland Partnership

WHAT: A free community exhibit and gathering celebrating the International Year of Rangelands and Pastoralists (IYRP). Visitors will experience art, photography, and hands-on activities that highlight the cultural and ecological importance of rangelands. Attendees can view fiber art, try natural dye projects, and take-home native seed packets.

WHEN: Saturday, May 11, 2026, 11:00 a.m.–3:00 p.m.

WHERE: Timberland Regional Library – Central Branch, 123 Main Street, Olympia, WA 98501

WHY: Rangelands cover more than half of the Earth’s land surface and sustain extraordinary biodiversity, food systems, and cultures. In North America, pastoralist and ranching communities carry forward traditions that connect people to land, animals, and ecological stewardship. This event brings those stories to life through art, making them accessible to all ages.

EXPANDED OVERVIEW:

Stories from the Sagebrush is part of a regional effort to mark the UN-sponsored International Year of Rangelands and Pastoralists (IYRP). The exhibit will feature quilts and crochet squares created by local artisans, alongside photography of working ranch families in Washington and northern Mexico. “These lands aren’t empty—they’re alive with people, animals, and culture,” said Laura Haddad, a pastoralist storyteller whose family has herded sheep for generations. Visitors will be able to join a community photo walk at 1:00 p.m., explore hands-on weaving and dye stations, and listen to short films featuring pastoralist voices from around the world. By pairing global stories with local traditions, the exhibit aims to inspire recognition of how rangelands shape our shared future.

VISUALS:

High-resolution images available for download [here](#); associated thumbnails and credits follow:



Sheep, San Luis Obispo, CA (2025). Courtesy of WSU. Photo © Jordan Freeman



Weaving Workshop, San Luis Obispo, CA (2025). Courtesy of WSU. Photo © Jordan Freeman

CONTACT:

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SOCIAL MEDIA + WEBSITE:

<https://iyrp.info>

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