

FOR IMMEDIATE RELEASE:

DATE:

City, State

Contact Information:

## #Driving Menstrual Hygiene

With International [Menstrual Hygiene Day](#) (MHD) on May 28, let's celebrate by making sure the women and girls of [\[insert community name here\]](#) have all of the period products they need to manage their period with dignity! MHD raises awareness of the challenges women and girls worldwide face due to the lack of support surrounding menstruation and highlights actionable solutions that combat these challenges. The theme for 2017 is "Education About Menstruation Changes Everything"; education has the power to help make menstruation matter and a normality.

[\[insert organization's name\]](#) is working with an awesome team of global period positive warriors from the MHM coalition in New York to organize menstrual product donations locally, regionally, and globally, and we invite you to join us!

Access to menstrual hygiene products impacts 40 million women in the USA living in poverty. SNAP (formerly known as Food Stamps) and WIC (Women, Infants and Children nutrition program) benefits can not be used to purchase any menstrual hygiene products- making periods an unmanageable burden for these women. In developing countries, girls miss out on school due to lack of sanitary products, soap, clean water and facilities where they can safely manage their periods.

[\[insert fact about the need for products in your community\]](#)

As such, [\[insert name of agency/location hosting drop off boxes\]](#) will be collecting hygienic period products from [\(dates of collection drive\)](#)!

Because when we provide the women and girls in our community with the tools they need to celebrate and manage menstruation, we give them the chance to fully participate in society with authority and empowerment.

Together, let's put #DrivingMH on the map and make this the most meaningful MHD yet!

Who run the world? #GIRLS

Please let us know if you have any questions!