

# SAMPLE NEWS RELEASE



NEWS RELEASE  
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FOR IMMEDIATE RELEASE

[Local Group] TO JOIN NATIONAL HANGING OUT DAY FESTIVITIES  
Promote Clotheslines and Cold Water Wash on April 19

CITY, STATE – [Local Group] has partnered with Project Laundry List to spread the word in [your community] about the benefits of line-drying. Participants in the day's events will hang their clothes on a rack or line in a visible, but inoffensive manner so as to promote wider acceptance of this activity. Some will hang banners and T-shirts with colorful messages drawing a link between energy usage and the way we wash, dry, and care for our clothes.

"The clothesline is a pennant of the eco-chic, not a flag of poverty," said Alexander Lee, founder and executive director of Project Laundry List. "Americans are hungry for a return to common sense, healthy physical work, and conservation. The clothesline is a symbol of our movement." Project Laundry List also distributes miniature clothespins to be worn on the collar as a ribbon of the "right to dry" movement.

Project Laundry List estimates that most families using an electric dryer can save more than 20% on their electric bill each month. Gas dryers cost about half as much to run and about 22% of American households with a dryer use natural gas.

A clothesline was set up by Abigail Adams at The White House when the Adams first occupied the presidential mansion in 1800. Many National Hanging Out Day efforts this year will be focused on getting The First Family to disclose the location of their clothesline.

Over 60 million Americans live in more than 300,000 community associations. Most of these places have rules that restrict or ban clotheslines.

[Insert quotation from local person about why they like line drying and why they think it is important.]

Since 1998, Project Laundry List has worked with local community groups and those affected by covenants and rules that severely restrict or ban outdoor drying to make April 19th an international day of action and celebration on behalf of that ancient and venerable technology, the clothesline. The rotary clothesline, invented in Sutton, NH, in 1854, was assigned US Patent #11985.

Project Laundry List, founded in 1995, is a nonprofit organization whose mission is to make air-drying and cold-water washing laundry acceptable and desirable as simple and effective ways to save energy.

FOR MORE INFORMATION CONTACT:

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\*\*\*PLEASE do not use the Project Laundry List logo unless you have received written or emailed pre-approval of your news release from a member of our staff or board.

We shrink the margins to save paper!