

Media Kit

screen-
free
week



fairplay.
childhood beyond brands



Sample Promotional Posts for Screen-Free Week 2024:

- Take the [pledge](https://www.screenfree.org/pledge) for Screen-Free Week, which takes place from May 6-12 this year! Join thousands of families and individuals across the globe who will unplug their entertainment devices in favor of real connection and play: www.screenfree.org/pledge
- Replace your FOMO with JOMO! Discover the “Joy of Missing Out” and take the pledge to go Screen-Free from May 6-12. The possibilities are endless! www.screenfree.org/pledge
- Make Screen-Free Week yours! Whether it’s the whole week, a whole day, or a whole dinner, commit to rediscovering the joys beyond screens from May 6-12. Pledge to unplug today: www.screenfree.org/pledge
- Unplug to reconnect from May 6-12 for Screen-Free Week 2024! Take the pledge today, and Screen-Free Week will send you tips, tricks, and resources to make this the best week ever! www.screenfree.org/pledge
- Make your celebration official! If you’re organizing a community or school-wide event for Screen-Free Week, now is the time to register your event. When you register, you’ll receive resources, tips, and ongoing support: www.screenfree.org/events
- We just registered our event for Screen-Free Week 2024! Join us in celebrating from May 6-12, 2024 this year! Check out our event on the map: www.screenfree.org/events
- We/I just took the pledge for Screen-Free Week 2024, happening from May 6-12! Join me in rediscovering the joy beyond the screen: www.screenfree.org/pledge





Sample Long Social Media Posts for Screen-Free Week 2024:

- [Your organization's name] is celebrating @Screen-Free Week May 6-12, the annual celebration where children, families, schools, and communities around the world swap digital entertainment for the joys of life beyond the screen. What would you and your family do with an extra 20, 30, or even 50 hours a week? Visit www.screenfree.org to learn how to get involved and join in the fun!
- [Your organization's name] is celebrating @Screen-Free Week May 6-12, the annual celebration where children, families, schools, and communities around the world swap digital entertainment for the joys of life beyond the screen. @Screen-Free Week is a fun way to reduce dependence on television, video games, smartphones, tablets, and computers. It's a chance for children—and adults—to power down and reconnect with the world around them. Visit www.screenfree.org to learn how you can get involved!

Sample Short Social Media Posts for Screen-Free Week 2024:

- We're going screen-free w/ @Fairplay May 6-12 You can too! Here's how screenfree.org #ScreenFreeWeek
- What would your kids do w/ an extra 20, 30 or even 50 hours a week? Celebrate #ScreenFreeWeek May 6-12! screenfree.org
- Kids 8-18 spend more time with screens than any activity but sleeping. Celebrate #ScreenFreeWeek May 6-12! screenfree.org
- Rediscover the joys of life beyond screens. Celebrate #ScreenFreeWeek May 6-12! screenfree.org



Sample Newsletter Language for Screen-Free Week 2024:

This year, [your organization's name] is celebrating Screen-Free Week, which will be held on May 6-12, 2024.

Hosted by the nonprofit Fairplay, the national celebration invites children, families, and communities to take a break from digital entertainment and enjoy life beyond the screen.

Children need to unplug now more than ever, with continuous findings of the adverse impact excessive screen use can have on kids' physical, mental, and emotional health surfacing every day.

By celebrating Screen-Free Week, families take a break from digital and virtual entertainment and engage in active, creative, and restorative opportunities that benefit children's healthy development.

Participants last year made more time for reading, nature exploration, exercise, gardening, arts and crafts, outdoor recreation, volunteering, and more.

To learn more, register an event, pledge, or access free resources, visit www.screenfree.org. Feel free to celebrate however much you can and make Screen-Free Week your own!



Sample Press Release for Screen-Free Week 2024:

Date of Release: [date]

Contact: [name, number, email]

Screen-Free Week is May 6-12, 2024!

[Who you are] takes a break from digital entertainment and enjoys life beyond the screen

[city and date] — Screen-Free Week is almost here! The international celebration, hosted by the nonprofit Fairplay, takes place May 6-12, 2024. Schools, libraries, communities, and families around the world will organize events designed to help children turn off screens in order to connect with family, friends, nature, and their own creativity.

[Describe your school, library, or community event here. Feel free to add a quote from an organizer about what you'll be doing and why it's important to children.

[Here are some sample prompts to help get you started:]

- Before Screen-Free Week our school gathered parents, teachers, and students to talk about how we wanted to celebrate. . .
- Our community decided to collaborate on bringing Screen-Free Week to residents of all ages by . . .
- Our library is a central meeting point for the community, so we decided to open our doors and invite them to enjoy some book-related Screen-Free Week programming . . .
- During Screen-Free Week, we pledge to . . .
- We have planned the following activities . . .
- Our hopes are that Screen-Free Week will help us to . . .

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