**Media Template – The following can be edited by playgroup to suit your event and you can add/edit any particular details relevant to your playgroup.**

**[INSERT PLAYGROUP NAME HERE] holding Open Day to celebrate Playgroup Week**

[INSERT PLAYGROUP NAME HERE] is holding an Open Day at their playgroup venue [INSERT ADDRESS OF PLAYGROUP HERE] on [INSERT DAY, DATE AND TIME HERE].

Families with children aged 0 to 5 years are invited to come along and visit the playgroup. At the Open Day, there will be [INSERT ACTIVITIES HERE].

Attendance to the Open Day is free.

OPTIONAL TO INCLUDE THIS IF YOU NEED REGISTRATIONS: Please register beforehand as numbers are limited by the capacity of the venue [ENTER REGISTRATION PROCESS HERE].

The Open Day is in celebration of Playgroup Week (22-28 March) where we celebrate the important role playgroups have in our community, providing the benefits of social connection and play for both children and their parents.

INSERT QUOTE ABOUT YOUR PLAYGROUP HERE:

EXAMPLE TO BE EDITED/UPDATED BY YOU TO PERSONALISE IT TO YOUR PLAYGROUP: “Our playgroup runs weekly sessions for parents or grandparents to come along with their little ones to make friends and have fun,” said [INSERT NAME OF PLAYGROUP LEADER]. “Our playgroup is run by volunteer parents and is well-equipped with a wide range of toys and play equipment, both inside and outside in a secure, fenced area.”

If you can’t make it to the Open Day, families are welcome to do a free trial at [INSERT PLAYGROUP NAME] or if you want to find out more, contact [INSERT CONTACT HERE].

**[INSERT PLAYGROUP NAME] Media Enquiries:** Contact [INSERT PLAYGROUP CONTACT NAME AND MOBILE, EMAIL HERE]

*Optional to include the following:*

**About Playgroup WA**

Playgroup WA is a community membership-based organisation run on a not-for-profit basis. Playgroup WA has been supporting, servicing and establishing playgroups throughout WA for nearly 50 years. Today, Playgroup WA is the peak body for almost 1000 community, parent-led playgroup sessions, as well as the growing, professional playgroup sector.

Playgroup WA’s role is to support parents and caregivers, communities and  organisations  interested in operating or working with playgroups to create positive experiences wherever they live and whatever their circumstances. Through playgroup, we build enduring local community capacity to support children and families.

Our playgroups are for children aged 0 to 5 years and their parents or caregivers, providing a place to regularly meet whilst forming supportive relationships and playing. We deliver a range of playgroup models throughout Western Australia, designed to enable playgroup participation for all families, and we work with other community agencies to develop their playgroup capacity.

**Playgroup WA Media Contact:** Caroline Ince, Marketing Manager, Playgroup WA: Tel. 9228 8088, email: caroline.ince@playgroupwa.com.au