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**Press Release Template**

**[Dozens/Hundreds] of [CITY/COUNTY] Kids to join 4-H and Google in Computer Science Challenge**

***2018 4-H National Youth Science Day inspires kids to “Code Your World” in four-part experience***

[INSERT CITY] (DATE) --- Kids and teens in [CITY/COUNTY] will join more than 150,000 children across the country in leading the 11th annual 4-H National Youth Science Day (4-H NYSD) challenge throughout the month of October. This year’s challenge, *Code Your World*, teaches young people computer science skills through four engaging hands-on activities.

This month, [INSERT CITY/COUNTY] youth will hold [an] 4-H NYSD event[s] featuring the *Code Your World* challenge on [INSERT DATE(S)] at [INSERT LOCATION(S) OF EVENT].

Developed by Google and West Virginia University Extension Service, this hands-on experience includes a computer-based activity on Google’s CS First platform, as well as three unplugged activities that bring coding to life through games and interaction. *Code Your World* is perfect for first-time and beginner coders, ages 8 to 14.

 “[INSERT QUOTE FROM LOCAL 4-H SPOKESPERSON ABOUT RELEVANCE OF CS TO THE COMMUNITY,”] [INSERT NAME, TITLE] Example quote: “In the 21st century, computer science is important skill for kids everywhere to learn. CS skills will open up a world of opportunity for our kids to excel in school and find careers in a broad array of industries [list key industries for your area], from ag, to business to the arts.”

[IF APPLICABLE, ADD INFORMATION ABOUT LOCAL EVENT INCLUDING SPECIAL GUESTS, LOCAL PARTNERS, HOW TO REGISTER, ETC.]

4-H NYSD is an annual program that provides access and opportunity for kids everywhere to take an interest in STEM (science, technology, engineering and math) by participating in a hands-on STEM challenge. In addition to the event in [INSERT CITY/COUNTY], kids will conduct the challenge at thousands of local events in all 50 states, and in countries around the world, throughout October.

All kids everywhere are invited to participate in 4-H NYSD. Additional information can be found at 4-H.org/NYSD, including information on how to register and get involved. *Code Your World* kits are available for sale at 4-HMall.org/nysd. Each kit comes equipped with all the materials necessary for \*\* youth to complete the experience, including instruction booklets for both youth and adult facilitators.

4-H NYSD 2018 was developed in collaboration with Google, with support from our national partners—BNY Mellon; Corteva AgriscienceTM , Agriculture Division of DowDuPontTM; and HughesNet.

**About California 4-H**

4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills.

The University of California 4-H Youth Development Program is open to all youth age 5 through 19 years. More than 109,000 youth and almost 14,000 adult volunteers participate in 4-H throughout California. The California 4-H program is delivered through the Cooperative Extension offices of the University of California Division of Agriculture and Natural Resources (UC ANR), a statewide network of the University of California. UC ANR researchers and educators draw on local expertise to conduct agricultural, environmental, economic, youth development and nutrition research that helps California thrive. Learn more at [ucanr.edu](http://ucanr.acemlna.com/lt.php?s=f9a863257606380af3cef0d64461502a&i=330A371A1A3015).

Learn more about California 4-H at [4H.ucanr.edu](http://4h.ucanr.edu/), on [Facebook](https://www.facebook.com/california4H/) and [Twitter](https://twitter.com/California4H).