

For Immediate Release Contact: **[local spokesperson]**

**[Insert date you are sending the release]** Phone Number: **[insert number of spokesperson]**

AAUW Joins With Coalition Partners to Commemorate Equal Pay Day

*The headline should grab the reader’s attention and anticipate the first paragraph.*

**[Hometown, State]**— To recognize Equal Pay Day, the **[branch name]** of the American Association of University Women (AAUW) sponsored **[insert name of event]**.

The first paragraph should contain all the relevant information (who, what, when, where, why, and how).

Tuesday, April 8, 2014 is Equal Pay Day. It is observed in April to indicate how far into each year a woman must work to earn as much as a man earned in the previous year.

“Equal Pay Day is an unhappy marker of how far we have to go before we close the gender wage gap. The wage gap hasn't budged in nearly a decade, leaving women and families continuing to suffer the effects of lost wages,” said Joan Doe,branch president of the AAUW **[branch name]**.

AAUW was joined by **[list coalition partners].** The coalition supports **[purpose of coalition]**.

“There’s a gap here that can’t be explained away by women’s choices. AAUW hopes that through research and advocacy we can help employers understand the problem and implement measures to pay their workers fair and honest wages," stated Catherine Hill, AAUW’s director of research.

Quotes should include a sound bite or visualimage.

**For interviews with [spokesperson], and to receive more information on pay equity, contact [media contact] at [email] or [phone number].**

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The American Association of University Women (AAUW) empowers women and girls through advocacy, education, philanthropy, and research. Our nonpartisan, nonprofit organization has more than 170,000 members and supporters across the United States, as well as 1,000 local branches and 800 college and university partners.

Since AAUW’s founding in 1881, our members have examined and taken positions on the fundamental issues of the day — educational, social, economic, and political. Learn more and join us at [www.aauw.org](http://www.aauw.org).