



At the top, incorporate the logo. You can also use some basic design.

# Costa Rica Launches Year of Good Deeds

The week of March 29 to April 7, various annual projects will be inaugurated  
On April 7, the Good Deeds Day Festival will be held, with the participation of Malpaís

Title: It should be creative, informative and invite reading. Use keywords about the initiative and what you want to tell. No more than 70 characters

**San José, Costa Rica.** From Friday, March 29, to Sunday, April 7, Costa Rica will launch a celebration of social projects that will be developed throughout the year, as part of the global initiative called Good Deeds Day (GDD), with the purpose to generate a socioeconomic impact in the country.

"In six years, we have grown in solidarity and in creating a culture of volunteering that positions us as the country, worldwide, to contribute more hours of volunteer work. That is why we decided to turn Good Deeds Day into a national and permanent project that can impact every corner of Costa Rica" indicated the GDD spokesperson in Costa Rica, Joseph Gabriel.

Quote: Here we are going to put the words of the spokesperson, important data can be included, the idea is to increase credibility. It is the only thing that can be written in the first person.

The sixth edition of Good Deeds Day (GDD) in Costa Rica will include projects that promote a culture of volunteering and generate environmental, educational, health and social impact, associated with the 2030 Sustainable Development Goals and the Índice de Desarrollo Cantonal, with the objective that good actions generate increased positive contributions at the national and global level.

Good Deeds Day projects will be carried out in different areas of the country and in all provinces, with the purpose of uniting the whole of Costa Rica in solidarity.

## Good Deeds Day Festival

The "Festival de las Buenas Acciones" will be an activity where people can Do Good, sign up for a social project, share with family and friends the value of solidarity and enjoy artistic presentations such as the concert of Malpaís group.

This event will be totally free and will take place on Sunday, April 7, starting at 11:00 a.m. in the City Mall, Alajuela, as part of GDD's objectives of becoming a national activity, accessible to all families and generating a positive impact for the entire country.

## Good Deeds Day

The objective of GDD is to promote Doing Good and show that more people enjoy Doing Good and volunteering with others, generating positive changes for society and the environment.

In 2018, GDD encouraged 27,000 volunteers to work on more than 270 projects, contributing a total of 145,800 hours of work. Over 108 countries joined worldwide.

## How to join?

Those who wish to join can do so individually or collectively with a proposed project or by joining those already proposed by other organizations or companies. These will be released the last week of March.

For more information, you can visit our Facebook page or write an email to: diadebuenasacciones@gmail.com

Important information: In a smaller size, place a brief description of what is GDD and the previous experiences it have had in the country. This is to contextualize the media.

For more information, contact the press officer: Gloriana Oconitrillo  
+ 506 8827-3513 / diadebuenasacciones@gmail.com

### Final recommendations:

Orthography

Do not write in the first person

Verify that there is a common thread throughout the statement

Check quotes and data

Unify the format, same typography, line spacing, spacing, do not abuse colors

Maximum page and a half, preferably one page

[Click here to download the press release in microsoft word, to create yours based in this template.](#)

Post-title: The purpose is to provide complementary information (it is not recommended to repeat ideas or words). Maximum 20 words, no more than two lines.

Lead: Answer five questions: "who, what, where, when and why". You must gather valuable information and convince, the details can be left for the following paragraphs, this is the protagonist.

Details of the activity and the focus that is taking place.

Subtitle: This will help keep your reading from being flat and represents a second chance to get the reader's attention as well as highlight an important topic.

Call to action: invite to join, explain how to do it and make yourself available.