



Media Resources for Project Partners KIB GREENKIDS

Congratulations on becoming a Keep Indianapolis Beautiful GreenKids school partner! The KIB staff looks forward to helping your students fall in love with nature, create an outdoor classroom, add to Indy's greenspace, and create a vibrant community resource. We're sure you're excited to share your news and the progress of the project throughout the year. Use the following guidelines to increase public awareness about our partnership, your outdoor classroom, nature education, KIB programs, and KIB's mission.

Below you will find information helpful in outreach efforts to promote your project:

KIB ACKNOWLEDGEMENT GUIDELINES

As the funding organization for your outdoor classroom and greenspace, we ask you to include an acknowledgement of our partnership in your communications. This lets the community know you are supported by KIB and helps spread awareness for future GreenKids partnerships.

Refer to KIB as **Keep Indianapolis Beautiful, Inc.** in first mention in media releases and as **KIB** in subsequent mentions. Include KIB's boilerplate in your release.

Refer to our program as "**KIB's GreenKids program**" in first mention in media releases. The program may be referred to as **GreenKids in subsequent mentions**, within the same piece.

GreenKids is the name of KIB's youth education and outdoor classroom program. **Your school may start a club with a different name** (ex: Nature Club). Refer to the two as "[Elementary School's Nature Club] in partnership with Keep Indianapolis Beautiful's GreenKids program."

KIB BOILERPLATE

Keep Indianapolis Beautiful, Inc. is a private, nonprofit organization with a mission to engage diverse communities to create vibrant public places, helping people and nature thrive. Annually, KIB works with approximately 20,000 volunteers on nearly 900 community projects. To learn more, visit www.kibi.org, or follow us on Twitter, Instagram, and Facebook at [@kibiorg](https://twitter.com/kibiorg).

SOCIAL MEDIA INFORMATION

We love it when you share about your work with Keep Indianapolis Beautiful on social media! Acknowledge KIB in your post and tag us so we can re-share your amazing work.

Social media handles: [@kibiorg](https://twitter.com/kibiorg) (all platforms)

Recommended hashtags: [#keepindianapolisbeautiful](https://twitter.com/keepindianapolisbeautiful) [#KIB](https://twitter.com/KIB) [#GreenKids](https://twitter.com/GreenKids)

SUGGESTED OUTREACH AND PUBLICITY

Issue a press release announcing your KIB GreenKids partnership to Indianapolis news outlets (radio, television, printed media, online news channels).

Include a short story or mention in your newsletter or on your website.

Promote the project all year via social media channels (pictures and video help tell the story).

Mention the partnership in printed material such as flyers or annual reports.

Reach out to us if you have ideas for garnering exposure for your project and engaging your community!

BLOG GUIDELINES

We are always looking for original content to share on our blog — and we want to help tell your story! The best stories are personal, take the reader behind the scenes, and reveal what's special about your project or neighborhood. Include photos or video to visually share your project. **Send your blogs to your primary KIB contact.**

CONTACT INFORMATION

For media inquiries, interview requests and additional information about KIB and its programs, please contact Ashley Haynes, Director of Marketing, at 317.264.7555, ext. 121 or ahaynes@kibi.org.

KIB LOGOS

Download KIB logos and style sheet by visiting: www.kibi.org/resources/partner-resources

primary logo



secondary logo



Please do not use color logo on a colored background—we have grayscale versions available on our website

For additional questions, or to request other logos or specific formats of the above logos, contact: Ashley Haynes, Director of Marketing, at 317.264.7555, ext. 121 or ahaynes@kibi.org.