*If you have photos, please include them when you email us this story.*

**Headline goes here: Main news announcement**

***Subhed goes here: context or further explanation***

First paragraph announces the news: Research, donation, grant, professional recognition. Include who, what, when and why it is important. News stories can be in conjunction with release of a research paper or shortly beforehand with an embargo date.

Second paragraph should include a quote from the party in question. What is the impact/importance of the research? Why is the person thrilled, honored with the funding and/or professional recognition? Something that makes the subject of the press release human or creates an emotional connection.

Background and context of news story or additional explanation about the research goes here. For research news releases, please write in clear, plain English and avoid jargon. Example: NOT THIS: He said it’s likely that the effects of race and socioeconomic status are ***additive*** and that some combination of medical ***comorbidities***, poverty, culture and social injustice accounts for the majority of observed disparities. BUT THIS: He said it’s likely that the effects of race and socioeconomic status are ***cumulative*** and that some combination of ***other medical conditions***, poverty, culture and social injustice accounts for the majority of observed disparities.

If you can tie the event through a quote or anecdote to our values or to research, academic, character or leadership excellence or entrepreneurial spirit, research, education or community service, so much the better.

###

For more UC Santa Cruz news, visit news.ucsc.edu