We are organizing a campaign titled 'Green Schools Egypt', in collaboration with a local NGO and a private education group. The campaign aims to raise awareness among students aged 10–16 about environmental responsibility, energy saving, and plastic recycling.

Event Details:

* Event Name: Green Schools Launch Day
* Location: Smart International School – New Cairo
* Date: June 20, 2025
* Audience: 200 students, 15 teachers, invited media representatives
* Activities: student-designed recycling art exhibition, keynote speeches, games, and a school-wide sustainability pledge

Your Task:

* Create a press briefing document as if you are a PR officer announcing this event.
* Simulate media coverage by logging 5 different mentions (social media, news site, radio, etc.)
* Write a short summary (100–150 words) explaining your PR strategy (what message you want the public to receive and how).