

(Indicates beginning of news release)

FOR IMMEDIATE RELEASE:

*Contact:

Person

Organization

Telephone

Email

Website

*(ONLY include the contact information here if you wish it to be publicized)### (Indicates beginning of text of release – otherwise it should follow the body of the text and be identified)

Headline [Include organization/company name – why is this interesting? Why should people pay attention? What do you want people do to with this information? Use key words, bold text, and keep it concise]

City, State, Date of Event/Release

Opening paragraph: This should state what the event is about and what is happening. Essentially, you should be summarizing what is going on – a bit more expanded than the headline, but not as detailed as the body text.

Body text: Include the who, what, when, where, and why. Who is your organization, why should they be trusted with this news? Give more detail and expand upon what was briefly discussed in the opening paragraph.

Include information about the company: website, final information that supports press release (i.e. supporting/related organizations)

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(Signals the end of the press release)