

[organization logo]

News Release

Contact:

[Name]

[Your Title or Organization Name]

[Phone number]

[E-mail Address]

FOR IMMEDIATE RELEASE

HEADLINE (bold, all caps and centered)

Secondary Headline

City, State (Month, Date, Year)— Your most important information should be in the first paragraph (and least important information in the final paragraph). The opening sentence is the most important element in a press release where you should succinctly summarize what is being announced. The opening paragraph should clearly get the reader's attention through a strong hook while providing only the most important facts.

The second paragraph should provide further detail and explanation of paragraph one. If you didn't provide all 5 of the W's (who, what, when, where, and why), you should make sure all of those are clearly identified by the second paragraph. Paragraphs should not be longer than 5 or 6 sentences and the entire press release should only contain 4-6 paragraphs.

Paragraph three can provide additional facts about the event or news you are sharing or some additional background information or what the purpose of your event is.

If you have a quote from the leader of the organization that relates to the event or what you are announcing, you could add a quote in the fourth paragraph. Or you can go into further detail about the event or news you are sharing.

Your release should end with a call to action or what you want people to do. You could provide a link to your website with more information or a number to call to register for an event.

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(three number symbols indicates to the journalist that your release is complete)

About [company/organization]

At the end of a news release, it is helpful to give the reporter a boilerplate-- a short paragraph that explains the identity of a company and what it does. Think of boilerplates as a thumbnail sketch of your company that provides a little background information to the press. You should always add your website URL to the boilerplate.

(Page 1) or –more-

If your news release is more than one page, you should indicate so by either placing the word “more” at the end of page 1 or by writing “Page 1.”