

Press Release Template

Organization's Logo

Type of Release (i.e. News Release or Media Advisory)

Date

IMMEDIATE RELEASE

Contact:

Name

Phone number and email address

Title in Bold: Write the headline with keywords from your main point.

[City, State or Country]... Start with the main point – who, what, when, where and why. Then follow it with supporting information. Assume that a reporter might only see the beginning of your release, so put the most important information first.

Body of release (expand on the main point with additional information). Use “announcement” style -- concise, to-the-point (but catchy) – language.

Include a quote from someone within your organization or community.

For more information, direct the reader to your website.

Then give information about the organization/group: [Name of Organization] has experts on this issue who are available to discuss these policies and their impact. For more information or to arrange an interview with a spokesperson, please contact [Name of Contact Person] at [Phone Number].

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[Mission statement of your organization]