

PRESS RELEASE OUTLINE

ORGANIZATION NAME/LOGO

Organization address
and phone number

PRESS RELEASE

FOR IMMEDIATE RELEASE:

Date of release

Attention: Name of Editor or Reporter

For More Information:

Name of contact person

Phone number

Catchy Headline:

(A quick line that explains what's going on—should be both attention-grabbing and informative)

Title

(Another sentence giving a bit more information)

{First Paragraph}

- 2-3 sentences long
- Covers the five W's – **WHO, WHAT, WHEN, WHERE AND WHY**
- The most important information should come first – you want to grab the reporter's attention.

{Middle Paragraphs}

- If possible, include at least two quotes
- Imitate the "inverted pyramid" style of newspaper articles and put the most important information first.
- Each following paragraph should contain decreasingly important/vital information.

{Closing Paragraph}

- State the purpose of your group or event, when it was started and notable things that you have done.

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(Use this to mark the end of the release so reporters do not expect additional pages)