

Press Release Template

Advocacy Toolkit

[Use letterhead]

FOR IMMEDIATE RELEASE

<Insert day, month, year>

Headline

<Be creative. Craft a punchy sentence, 8-10 words, that delivers your top message; use title case. >

Optional subheadline

<Second most important point summarized here; use proper title case.>

City, state: introduction

<Write a strong introductory paragraph that makes a compelling statement about the news being announced. It should elaborate on the headline and subheadline. If the announcement is to encourage participation at an event, be sure to include who, what, when, where, why and how.>

Body

Additional details are included in the body of your press release. Use this space, typically two to four paragraphs, to expand on the information provided in your introductory paragraph. Consider inserting a quote from a leading spokesperson such as a CEO, senior executive, researcher or other subject-matter expert. Be sure to insert one or two hyperlinks to web pages where readers can find additional, but related, information. Text of 300 to 500 words is optimal.>

Conclusion

This wrap-up statement should reinforce the headline and point the reader to additional information.>

Press contact

<Make sure the contact is available and authorized to talk with reporters.>

<Name of contact person>

<Job title>



<Organization/District>

Phone: <Telephone number>

Email: <Email address>

Twitter handle:

About <insert organization name>

Optional boilerplate

<Most organizations have a short (four to five sentence) paragraph with background information regarding your organization, district or school and the appropriate URL.>

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<Signal the end of the release with ###.>