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FOR IMMEDIATE RELEASE:

Insert date

CONTACT:

Contact Name

Phone Number

Email address

Organization's Web address

ADD HEADLINE

ADD SUBHEAD (if appropriate)

City – It is recommended to use company letterhead for the press release. If your organization doesn't have official letterhead, include the logo, office address and phone number.

The headline and first few paragraphs of a press release will be skimmed for the: Who; what; where; when; and how information. Remember journalism 101—ensure key points are easy to find at the beginning of the press release. Keep to the facts.

Include back up information for the above information – mention other areas locally, regionally, statewide or even nationally where your service, product, etc. can be used; reference a specific report, statistics or documentation.

“Include a quote from a director, company chairperson, expert or a credible resource to support the information, add a personal touch and provide perspective.”

Press releases are usually 300 – 400 words because reporters will follow up for additional information.