

## **PRESS RELEASE TEMPLATE**

FOR IMMEDIATE RELEASE

(Date)

CONTACT

(Name), (Phone Number), (E-mail)

(HEADLINE: KEEP IT SHORT & USE ALL CAPITAL LETTERS)

**1st paragraph:** Briefly explain what is happening, who is involved, and when and where it is taking place.

**2nd paragraph:** Why is this event significant and newsworthy?

**3rd paragraph:** Quote from an expert involved that emphasizes how significant the event is.

**4th paragraph:** More details on where and when the event is happening, if necessary.

**5th paragraph:** Other pertinent details including, speakers' names and affiliations, as well as descriptions of any visual details of the event that will provide photo opportunities for reporters.

MORE (if release goes to a second page)

### (to indicate the end of a release)