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## ***Headline – Catchy, Short Title Announcing Event Or Service***

### ***For Immediate Release (or For Release On)***

Date release can be Released Ex: January 1, 2008

**Contact:** Name, Title, and Phone Number

List location first (Ex: New York, NY) – Body of release. Should be in complete sentences in third person, free of grammatical errors and typos. Identify who, what, when, where and why in the first paragraph. Keep sentences short and concise. Your entire release should ideally be one page, double spaced, in an 11 or 12 point font. If you are mailing the release you can include a brochure or flyer about your organization for the media source.

Second paragraph can go into more detail about release news.

Third paragraph should give a history of your organization, who you are, when you were founded, what your mission is, etc., so that the media outlet can add this information if they have more space.

Last paragraph should give contact information to be printed, such as for more information visit [www.ourorg.org](http://www.ourorg.org), call 999-999-9999, or stop by our facility at 123 Anywhere Street in Mycity for more information.

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