

PRESS RELEASE TEMPLATE

[Association/Organization Logo]

Address

NEWS RELEASE

For Immediate Release

[DATE]

Contact: [Name and Title]

[phone number]

[email]

HEADLINE: USE STRONG VERB

First Paragraph: one – three sentences.

The [Organization Name] announces the [what ever you announcing—keep to one sentence].

[Briefly describe what your organization hopes to accomplish].

One of [The Organization’s major goals are to..... and this new program/event will help them accomplish this by....]

Second Paragraph:

Include a quote from CEO/President, Executive Director, or someone in charge of new program/event. “Quote, quote, quote,” said Head Honcho Jane Smith. “Quote, quote, quote.”

Then highlight a few key features of the new program.

- [Feature 1]
- [Feature 2]
- [Feature 3]
- [Feature 4]

[State some goals of the organization (mission statement is a good place to get these) and the importance of your organization in the community/industry.

You can add another quote from CEO/President here. “Quote, quote, quote,” Smith said.

- more – (to show there is more to the press release)

Future Organization Name plans/events include:

- [Plan/Event 1]
- [Plan/Event 2]

“Final Quote.....,” said Staff Member. “Quote, quote, quote.”

Short blurb about the your organization

- end – (to indicate the last page of the Press Release)