



Optional Company Logo

Your Company Name
123 Mail Addy St.
Yourtown, HI 12345

Press Release

FOR IMMEDIATE RELEASE (or For Release: Date, Time)

Your Headline

Sub-headline to Draw More Interest

Chicago, June 8, 2018 – Begin this area (your lede) with the dateline which includes your location and date. This lede should be a compelling and clear introductory paragraph or two and should grab attention, inviting further reading. Keep these paragraphs around 100 words or less. Tie your announcement to current interests, or point out major beneficial features.

Add more information here, including the basic Who, What, When, Where, and Why. Also include the “how” if applicable.

Think like a journalist, what will draw in your readers, interest your audience or increase your readership? Do not use too much “biz” lingo or salesman words, instead try to pitch a story as if you were taking it to an editor.

I find this column layout very easy to read at-a-glance, and it is a format familiar to journalists. Of course you do not need to use the columns and can make your paragraphs full width.

Use the third-person perspective in your writing (he, she, they) instead of the first-

person (I, we, me). If you have a good quote from a VIP who is attending your event, or a quote from your founder or CEO, include it such as. . . Founder Jane Doe states, *“This festival comes at a time when we are seeing a large upswing in earth-based spirituality in the community.”*

Include a call-to-action such as where to go for more information, to buy tickets, etc.

In total, your lede and content should be under 500 words. This entire document contains about 360 words, a good target length to shoot for.

Go over it again and again, take a break and go over it more. Pare it down until it is Relevant, Reliable and Riveting! -30-

About Your Organization

This is your boilerplate area where you provide a brief summary of your organization such as “Founded in 1952, Your Organization is a non-profit organization that provides help to the under-served.

Media Contact

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