

Press Release

Release Date: [Date for publication]

What: [Event Title]
[Newsworthy Elements/Points of Interest/Special Guests]

When: [Time/Date]

Where: [Location of Event]

Contact: [Contact for publicity purposes]

Other: [Interviews arrangeable/Images available or on request]

HEADLINE

SUMMARY (ca. 50-100 words)

DATELINE

LEAD PARAGRAPH (ca. 100 words)

BODY (ca. 200 words)

<relevant data, graphics, quotes>

CORE MESSAGE STATEMENT (1-2 sentences)