

## Press Release Template, Sample and Tips

Below is a basic template for a press release, along with a sample release and some helpful tips on how to best approach drafting your press release.

### Press Release Template

Here is the framework for a typical press release:

FOR IMMEDIATE RELEASE

MEDIA ADVISORY/NEWS RELEASE

Contact Name  
Company/Organization  
Phone Number  
Fax (if applicable)  
Email

Clarify whether this is a “news release” (news story) or media advisory (event or announcement)

Create a headline that is engaging and encompasses your news. Think about what will be interesting to the media and their respective audiences. Keep the headline short, to-the-point, and free of punctuation (if possible).

**Headline**

**Sub-Heading**

A secondary headline can be used to support your title headline and further describe your news story. Again, aim to be short and to-the-point.

CITY, STATE, DATE – LEAD PARAGRAPH  
QUOTE  
SUPPORTING PARAGRAPHS AND QUOTES  
CONCLUSION  
BOILERPLATE

Use three “#” symbols to signify the end of your press release.

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CONTACT INFORMATION

Restate the contact information to remind the reporter or reader of who to contact for more information or to set up an interview.



## **Sample Press Release and Tips – excerpt from Friends of A1A Scenic & Historic Coastal Byway Media Advisory**

**MEDIA ADVISORY**

May 7, 2010

Contact: Beverly Keneagy, 904.626.0017

Sallie O’Hara, 904.540.0402

### **“O” What an Environmental Day at the Friends of A1A Fair**

More than 500 St. Johns and Flagler County byway travelers and residents turned out on May 1<sup>st</sup> for the Friends of A1A Scenic and Historic Coastal Byway first annual Environmental Education Fair at Marineland that featured interactive workshops, story telling, entertainment and a large beach clean-up.

The goal of the day was to show how important people are in preserving and protecting the coastal corridor through community activism in keeping beaches clean.

Participants at the free daylong event learned about all aspects of the 72-mile Byway. Its seashells, birds and endangered wildlife, including the right whale and sea turtles. Archaeology and other historical aspects of the Byway were also featured, as well as how to create backyard habitat for wildlife. All were awed by the speakers and entertainment. Sounds on flutes, seashells and guitars. Some even kayaked along the scenic Marineland.

The adults and children who attended the event said that by the end of the day, they knew more about the coastal environment than when they arrived, A1A Administrator Sallie O’Hara said.

“People told us that what they learned made them think about changing their behavior. More recycling and the environmental effects of plastic water bottles,” she said. “The kids were entertained by story-telling, workshops, the more than 50 vendor displays and entertainment. Their parents were equally entertained as well.”

The keynote speaker was Michael Klubock, Executive Director of the Malibu Foundation for Environmental Education, who conducted an interactive workshop about ways people can protect their environment and become good stewards. Children participated by shouting out in unison the answers to his questions, such as “clean,” “earth” and “recycle.”

Klubock said the Environmental Education Fair was a great first start for larger aerial art at future events. The Malibu Foundation is expecting 4,000 children to participate in the Kid’s Ocean Day Event at the end of this month in California. “We started this event with about 100 or so and kids love it to the point we have corporate, city and school support getting fleets of buses to the event. It’s good for our planet and the kids learn and enjoy the day!”

(more)

Your first paragraph – the lead – needs to describe the entirety of your news story in a few sentences. This paragraph, along with your headlines, is your chance to capture the reader’s attention. Include the “who, what, when, where, and how/why.”

Use quotes to help break the monotony of a press release and bring personality to the news story. The individuals quoted in the release should be the same ones available for media interviews.



The purpose of the event was to educate the public about the A1A Byway's coastal environment and its many unique resources, from nature, scenic conservation and recreation to the historical, cultural and archaeological aspects of the Byway. Friends of A1A has been conducting at least two beach cleanups per month for the past year and wish other organizations would do the same. They ask that anyone interested in Adopting A Beach or beachfront park, please contact them at 904.425.8055 in St. Johns County or 386.585.3679 in Flagler County or see more at [www.scenica1a.org](http://www.scenica1a.org).

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Friends of A1A Scenic and Historic Coastal Byway is a non-profit organization that protects, preserves, and enhances resources along the A1A National Scenic Byway. This citizen's advocacy group partners with municipalities, governmental agencies and other civic groups to maintain and improve resources along the corridor.

Designated in 2002, the Byway is rich in history, nature, archeology, culture, scenery and recreation. The Friends of A1A's efforts benefit residents and travelers alike by maintaining the identified intrinsic resources while allowing economic development.



Use a "boilerplate" at the bottom of each of your news releases. This is a standard paragraph(s) of text that describes your company, organization, etc.



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### **Additional Press Release Tips**

- Use a press release, as opposed to a media advisory, when you have a story or narrative to tell.
- When writing a press release, it is important to create a compelling, relevant narrative in a concise, easy-to-read format.
- Reverse-engineer your press release: know your intended end result, know which types of media outlets you want to target and audiences you want to reach, and craft your release specific to their interests.
- Be relevant: try to tie your press release and your news story into current issues or trends related to tourism, your byway or byways in general.
- Always write a press release as if you were a journalist – do not use “I” or “we” unless it is part of one of the quotes in your release.
- If possible, try to limit your press release to one page and not more than two.