



Media Contact

Contact Name
Contact Title/Organization
Contact Phone Number(s)
Contact Email
www.organization.com

FOR IMMEDIATE RELEASE
OR EMBARGO DATE: [DATE]

CATCHY HEADLINE

Sub-Headline – teaser of information relating to most important information

LOCATION (Date) – Paragraph 1: Answer the most important of Who, What, When, Where, Why and How. The purpose of the release should be accomplished in this paragraph. 2-3 sentences.

Paragraph 2: Supporting Information. What is the next most important thing to convey? Could be a quote: “I am a credible source and here is what I think on this matter,” remarked High Level Person, Your Organization.

Paragraph 3: Additional supporting information. If I cut the release above this paragraph, will anything essential be missing?

Paragraph 4: Least important information/a second quote/the only place where information unrelated to the purpose of the release but related to the organization is appropriate.

For more information, visit [www.organization.com] or contact [Contact Name] at [123.456.7890] or [name@organization.com].

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(### signals the end of the release)

Organization Name is a 501(c)3 not-for-profit organization dedicated to doing this, this and this. The boiler plate is a standard “blurb” that should cover the major talking points of your organization’s mission, vision, purpose, programs, etc. This boiler plate should be standard and attached to all promotional materials in some way. The language should be consistent with your organization’s overall messaging. Reporters will often use language directly from the boiler plate when describing your organization.

Content contributed by: