**FOR IMMEDIATE RELEASE**

Date

**CONTACTS:**

Name

Title

Email

Phone

**HEADLINE ANNOUNCING THE KEY POINT YOU ARE MAKING**

*Subtitle that provides more content to the headline (dates, numbers, etc.)*

[City] [date] — The introductory paragraph should include the most important information. Focus on including the who, what, where, when and impact within the first few sentences.

Follow up paragraphs can provide more context or details to support the key points. Information should follow a reverse pyramid style, with the most important information first.

“Make sure to include a quote from the head of your organization.”

If more information can be found on your website, direct media to it with a web link.

**About Organization’s Name**

Include your organization’s boilerplate at the end of a news release.

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