

1 YOUR LOGO (with partner logo if appropriate)

2  
**PRESS RELEASE**  
Issued: (date)  
For immediate release OR Embargoed until (date)

3  
**TITLE:** This should be one line. Don't go for something funny, 'clever' or alliterative – that's the journalist's job when writing their article. Clear, simple words will tell them instantly what the story is about.

4  
**FIRST SENTENCE:** This should be a summary of the story. Get your key points across to catch the journalist's attention or they may not read any further. Answer all the important questions, namely, WHO, WHAT, WHERE, WHEN, WHY and HOW.

5  
**SECOND PARAGRAPH:** Expand on the details in the second paragraph. Remember the journalist will want to know what is unique or new about your story and why it will appeal to their readership.

6  
**SUBSEQUENT PARAGRAPHS:** Support any claims with facts and/or statistics.

**QUOTES:** These should always come at the end. If using more than one quote, put them in increasing order of importance of those being quoted. The usual format is as follows:

(Job title) + (name of person) says: "The event was a great success."  
7

8  
**ENDS:** It is good practice to state this at the end of the press release.

9  
**CONTACT DETAILS:** The usual format is as follows:

For more information or interviews please contact: (Name, job title,) on (telephone number) or (email).

10

**NOTES TO EDITORS:** These are used to explain terms or more detailed contextual information referred to in the main body of the press release. Doing so saves space and prevents the main release from being too rambling.

1. If a photograph is to be attached to the press release, state the caption here. If more than one photograph is attached, make sure they are clearly labelled to link to the relevant caption. If you're emailing it as a JPG, use a low-resolution image so the file isn't too large.
2. You should include brief background information on your organization.
3. If appropriate, include brief background information on the topic relevant to your event, as well as an explanation of any terminology.
4. State any other information that may inform or attract the journalist receiving the press release, e.g., links.