

Press Release Guide



Press releases are one of the easiest ways to engage with local journalists and get news about your cause published.

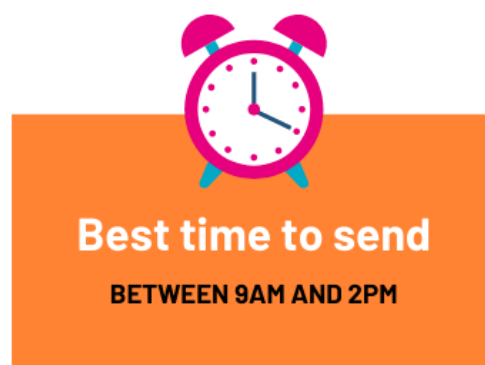
A press release is a brief document that shares a piece of news about your cause or business with local news outlets. You send it to journalists and editors who may use the information to write an article for local print or online news.

Here's what a press release should include:



- **Headline:** A clear title that explains what your release is about
- **Location:** Where the news is taking part
- **Lead:** A paragraph summarising the most important story in your release—the who, what, when, where and how
- **Body:** Detailed information about your story including a quote from a relevant person (s)
- **Company details:** A few lines about your cause and what you do
- **Contact details:** Don't forget to include details of how you can be reached for further comment
- **Image:** Don't forget to include a good quality image!

When is the best time to send your press release?



How to distribute your release:

- Identify a list of your local news papers—print and digital
- Go online and find details of the news desk or lead reporters
- Write a brief email explaining your story
- Don't forget to attach the release along with a picture!