

TIPS FOR WRITING A PRESS RELEASE

Here are some tips for writing press releases and links to help you!

If you have any questions or want me to proof anything please contact me at

kcurrie72@gmail.com

- ☐ Use the format you can find [HERE](#). In order to use please select MAKE A COPY under the FILE menu.
- ☐ Click for an [example of a press release](#) I wrote a while ago.
- ☐ Keep it to one page.
- ☐ Use a standard font (not Comic Sans please). Text should be size 11 or 12...titles can be bigger.
- ☐ Send photos as attachments...the quality will be better and more usable than "inserting an image in to a doc."
- ☐ Be sure you have permission from all the people in the photos you are sending.
- ☐ Send any relevant flyers, etc as attachments.
- ☐ In the email you compose to send with attachments, give some of the details. For example:

Dear _____,

Attached please find a press release and photos regarding

_____. Attached you will also find a photo you have permission to use.

The people in the picture are _____. Please feel free to contact me at

_____ if you have any questions or concerns.

Sincerely,

- ☐ Send out AT LEAST one week before an event OR as soon after an event as you can!

Not sure who to send to? Check your local newspapers websites for email addresses.