

How To Write a Press Release

PRESS RELEASE

(Your logo appears here)

Group's mailing address

Headline in Boldface Appears at Top

DATE: The date that the story needs to be released is placed here or if it requires immediate attention add "For IMMEDIATE RELEASE" at the beginning of the statement.

TEXT: The first sentence should be clear, factual and grab the attention of the reader. It should tell the press what the story is about.

TEXT EXAMPLE: (City): Students organized today to protest the divestment from Israel at the University of ...

"By our calculations, over.....

10 student organization have released a statements asking that the university divest from....

"We believe it is morally binding upon the university to..."

- 30 -

(" - 30 – is the conventional ending in press releases telling media that the release has ended)

Contact information: *(put your org's official contact here and also include any additional individuals quoted in the press release contact info)*

