

(Your logo here)

FOR IMMEDIATE RELEASE

Contact:

John Smith

(555) 555-555

JohnSmith@yourgroup.com

CATCHY HEADLINE IN BOLD CAPS

Subtitle here – one-line descriptive to add explanation and info

Dogtown, New York., May. 5, 2012 (your city, state and date): Try to catch the journalist’s interest right away. Tell them and briefly explain why it’s important to their news outlet and the community. Give them the who, what, when, where and why early on, so they don’t have to search for the basic facts.

Tell them all the details that will make your event special and newsworthy – such as any education/training/raffles/contests you’ll be holding, plus how many people you’re hoping will attend, why what you’re doing is different, your goals for the event, etc.

Invite them to cover your event and to contact you for more details, photos, etc. If applicable, you can also tell them a short, moving story within the release. For example, if this is an adoption event, tell the story of a dog your shelter ushered into a successful new life, such as a pit bull who is now a therapy dog.

Ask someone to proof what you have written and check for errors. Journalists will dismiss press releases that have blatant spelling, grammar, or punctuation errors!

If you need more guidance or want to read sample press releases, Google “How to write a press release” for more.

About (name or your organization): Include a paragraph at the end describing your group and its mission. Include your organization’s website, address and phone number.