**[INSERT DATE FOR RELEASE]**

**[Insert short, catchy headline]**

[Insert secondary headline]

**[city, state] – [date of submission]** – insert a sentence that includes the angle of your press release. For example, are you releasing a new product, hosting a community event, releasing a book that coincides with a national holiday, etc.?

Body – reveal most important information first. What is happening?

Body – insert a quote about the event. Are you the manager, editor, owner, etc.? What does he/she say about what’s occurring?

Body – less important information should be listed as you get to the end of your press release. Add a description of your company. Who is the event/product about? Where can the community attend the event or buy the product?

**###**

Contact Information

Your Name
Phone number
Email