

FOR IMMEDIATE RELEASE

DATE, ALWAYS IN CAPS – Place the newest, most noteworthy and important information right up front, answering the “Who Cares?” question in your most convincing possible way.

In subsequent paragraphs, describe the “who, what, when, where and why” of the big news. What does the news mean, why is it important, who will benefit from it, how will it change the way things have been done before, when does the event/news take effect, where will it take effect, etc.

“It’s also very important to include an important quote from someone very influential in the organization, such as a V-P or President,” says Mel-Lynda Andersen, Press Release Writer Extraordinaire. “I’m also showing you how the quote marks and punctuation works when you use quotes,” she adds. “Remember, only include quotes that will enhance the importance of the news you want to convey, give it increased significance, add relevance to the scope of the news and its impacts on the free world.”

Don’t forget to include any major awards that the company has won in the past, which pertain to news, or which might add to the company’s credibility in the community the release is being sent to.

At the very end of the press release make sure you include a contact person with a telephone and website for more information. Make sure that person knows he/she is being used in this way and will be prepared for any phone calls that come in.

And of course, don’t forget to centre the number 30 below; I don’t know why they do this. I think it’s because –30- was used in the old days of typewritten copy to indicate the end of something. It still sort of looks impressive and works well as a visual cue to end the press release.

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