FOR IMMEDIATE RELEASE

**Contact:**
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Organization
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**TITLE SHOULD HIGHLIGHT MAIN POINT**
Subheading (optional)

**CITY, Province, Date –** *Lede:* a brief first paragraph that identifies the five W’s (who, what, when, where, why), as well as how. Lead with the most important information, so readers who navigate away from your story get the must-have info immediately. Most journalistic releases follow this *inverted triangl*e structure, where the story progresses from the most important to the least important element. You’ll expand upon each of those points after the opening.

*Body Paragraphs*: Following the lede, support your press release with 2-3 short body paragraphs, which can include background info, strong quotes, links to any relevant websites or other pieces of content marketing, and a clear explanation of what your organization does.

*Tips:*

* Include a quote from your CEO or Executive Director.
* Embed or include a link to a video or other multimedia related to your piece of news.
* Be succinct: 1-2 pages or 400-500 words long. Only include the pertinent and actionable information to avoid losing readers before they get to your CTA.
* Write in a journalistic style to save media outlets time and make your press release more attractive, increasing the likelihood of your piece getting circulated.
* Avoid using “I” or “we” in your copy; write in third person.
* Give readers a reason to care with a creative and/or newsworthy angle to set your press release and your organization apart.
* Avoid jargon, which could alienate some readers (including media personnel or potential customers). Instead, focus on using clear, direct language.
* Use a standard font and keep the formatting clean.
* If you want your readers to take action, include a brief, direct Call to Action (CTA). For example, you could include an invitation to an event or link to social media channels.

**About Your Organization:**
*Boilerplate:* A boilerplate is a unit of text that explains what your organization does or your mission statement. It is the last paragraph and, ideally, is a reusable statement that you can include in all press releases. Include a sentence to encourage readers to visit yourwebsite.com or call 555-555-5555 for further information.

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