

Press Release Template

From:

Date of writing:

Date from which can be published:

Type of release:

Potential audience:

Headline:

Strapline/subject area:

Word count: 157 words including headline & strapline

Images: No. of pictures attached, confirm permission to use.

Contact for further information: Name, PR Officer

Your contact numbers

Youremailaddress@here

Headline: Key Point of Interest

Strapline: short description of what the press release is about

Body text: include a maximum of 4 points – preferably two or three related points that are directly relevant and will not confuse the reader.

Keep your sentences short. It makes it easier to read and easier to edit.

Use double spacing. Don't use any acronyms unless you know they are readily understood, or explain it first time. Quoting people is a good idea – it adds interest and credibility.

“It is so much better to get someone's permission before you go to print.

Pictures really help the chances of getting printed, but be aware that legally you have to have written parental permission before you offer any photographs of children,” explains Una Perrson, PR officer for Co-operative Trading Ltd.

Always get someone else to read it before you send it, unless you are absolutely sure it is clear, correct and scans well.

ENDS