

Feel free to copy, modify, and otherwise use this template to send out press releases in your region. Want an electronic copy to cut and paste? Email Molly Nicholie at molly@asapconnections.org.

Organization name
Organization address
Organization phone number
Organization website (hyperlink)

FOR IMMEDIATE RELEASE: Date

MEDIA CONTACT: Your name, phone number, [email \(hyperlink\)](#)

[Headline featuring organization name and news]

Your city, state (Date) — [Lede paragraph.] The first paragraph of a press release, known as the lede, should quickly answer the big questions about your news. By the end of the lede, your reader should know the **WHO, WHAT, WHEN, WHERE, WHY, and HOW** of the story. Keep this paragraph short, roughly 30–40 words.

[Second paragraph.] The second paragraph should provide more specific details about your news. Give context about why the news should be important to your audience or how the news will impact your organization. Again, **keep your phrasing as concise as possible**.

[Third paragraph/quote.] The third paragraph often includes a quote from someone impacted by the news. Consider quoting a leader in your organization or a customer who is excited by your news. **Journalists need quotes to turn a press release into a story**, so include one or several throughout the press release.

[Fourth and following paragraphs] The rest of the press release can provide background on the news or your organization. You should include all necessary information as soon as possible in the release, but these later paragraphs can give the reader more context or talk about future plans. **Keep your total word count under one page if possible (roughly 250–300 words)**.

[Information about photo availability] Tell the reader if you have photographs to illustrate your news. If you do, **provide the contact information for obtaining those photos**.

ABOUT [YOUR ORGANIZATION]

[Section text] This section should be a **short (35–50 words)** description of your organization and its mission. Include your website and phone number again.

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End all press releases with three hash marks (###) to follow journalistic convention.