

Date

Contact:

Name

Title/Affiliation

Email Address or Telephone Number

For immediate release

Press Release Title That Clearly Addresses the Primary Subject

NAME OF CITY, Ala. – Write one or two brief sentences providing the reader with information about WHO is involved, WHAT the event is, WHERE it will be, and WHEN it will be.

“If you have a quotation, the second paragraph is a great place for it,” said person, title. “It’s a good idea to quote someone affiliated with the Rotary Club that is involved in the event or project. Be sure the quotation provides additional information or expresses emotion about the topic.”

The third paragraph is ideal for providing specific details about the event or project. This is also a good spot to explain WHY to the reader. Two or three sentences are the most you should write here. The goal of a press release is to provide important information efficiently and succinctly.

A fourth paragraph, if additional details are necessary, is okay.

“This next paragraph is a terrific spot for a second quotation from a different person, especially if the person represents a partner organization involved in the event or project,” said person, title. “This gives that person the opportunity to speak about the importance of their collaboration with Rotary.”

The final paragraph is called the boilerplate and is used to provide the reader with information about your organization. It is a brief “about us” and may include information about your Rotary Club. Aim for two or three short sentences. The “- 30 -” at the bottom is a traditional notification for “the end.” It indicates that the press release does not continue.

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