

How to Write a Press Release

Definition:

A press release is a statement prepared for distribution to the media. The release gives journalists information that is useful, accurate and interesting.

Instructions:

Identification

1. Print the release on paper that has your group's/foundation's letterhead. If a letterhead is not available, ensure that the paper has the Diabetes logo printed on it.
2. Print clearly at the top of the page your group's/foundation's name, address, location address, web address, email, phone number.
3. Print "PRESS RELEASE" in capital letters and in **bold** in the centered at the top of the paper.
4. Print the press release contact person's name underneath, with all the contact numbers below the name.
5. If the story is for IMMEDIATE RELEASE, say so in all caps, centered, above the title.
6. The Headline or Title of the story should be centered and in **bold**. The title should capture the attention of the journalist, therefore it should short and enough to cause the journalist to continue reading.

Body

7. Begin with the Date and the Town/City of origin.
8. The body of the press release should answer the following questions: Who? What? When? Where? Why?
9. First paragraph: What is the release about
10. Second paragraph: Why should any one care? Who cares? Why should anyone attend/buy it/find it? Where can we find it? When will it happen? Include a quote in the second paragraph to give it a human touch – personal interest attracts journalists.
11. Third paragraph: Summarize the release; provide additional contact information for your group.

Other details

12. If the release exceeds more than 2 pages, place "page 2" in the upper right hand corner
13. Center three "#" or ### at beneath the last line of the press release to indicate the end of the release.

Example of a Press Release

Place Logo here

Appalachian Rural Health Institute

Athens, OH 45701

www.arhi.org

Phone – 740-###-####

Fax – 740-###-####

Info@arhi.org

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Shelby Morris

Office: 740-###-####

Cell phone: 740-###-####

Diabetes Fun Day: An Affair for Family and Friends

Athens, OH March 20, 2008 – The Appalachian Rural Health Institute will be hosting its inaugural Diabetes Fun Day on Wednesday, March 27, National Diabetes Day. The Athens Fair Ground marks the venue for this health-focused day. Gates open at 9am and will close at 11pm.

A recent study found that south-east Ohio has higher than usual numbers of residents living with diabetes. Hypertension, cardiovascular disease and a poor perception of health contribute to the increased risks of developing diabetes. Also contributing to this is the high cost and lack of access to diabetes-related medication.

The Fun Day will be an opportunity for residents of the region to learn more about the diabetes. With a special focus on the role of the family, South-east Ohioans will be introduced to innovative ways in which the family can be involved in securing the health of their loved ones who are managing diabetes or are trying to prevent it.

Among the activities slated to take place are Diabetes Cook-Offs, a Sketch competition, a scavenger hunt for children and cooking demonstrations for meals for diabetics. Nelsonville resident, Laurie Smart, has been a diabetic for 10 years and is looking forward to the event. “I feel it’s time for us to take charge of this illness and to bring it out in the open. My family has been a big help and I don’t want any of my children or nieces and nephews to have to experience this disease, that’s why I’ll be taking them with me to the Fun Day,” Laurie said.

The Diabetes Fun is organized by the Appalachian Rural Health Institute. For more information on diabetes visit www.diabetes.org or www.arhi.org.

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