**TITLE**

FOR IMMEDIATE RELEASE (or other release date instructions)

Location

Introduction or summary sentence.

1-3 paragraphs with event details (Who, What, Where, **Why**, and When). It’s really important to include why you are having this event. It may be information revealing a community need, or it may be linked to the church’s mission.

# # # (Finish the write up with 3-5 pound signs to indicate the end)

About/Bio

Contact Details

*If at all possible, include a photo as a separate attachment that the reporter can use in their write up. Include the press release as a PDF attachment and in the message of your email. Email the message to yourself or the church’s main email address and blind copy the news reporters. DO NOT include all the email addresses in the TO: or CC: address spots.*