



## Directions for Writing your Press Release

### Top left of page:

For information to be released immediately: Type "For Immediate Release:" and the date that you are issuing the press release.

For information to be released at a later date: Type "Embargoed until" and the date when it can be published.

### Top Right of Page:

Type "For further information contact:" with the name, phone number, and email address of the person who can answer questions about the announcement.

### Centered Under Contact Information:

Use a succinct, clear title that captures the essential message. This may be used as the title of the story by the editor. Below the headline, share your story. They will be looking for details about who, what, where, why and when in your story. Put the most important information in the first part of the release in case they have to shorten it.

- Include a title that you highlight by using CAPITAL LETTERS or boldface font.
- The first sentence of the release should be short and interesting, while sharing the main gist of the article.
- The first paragraph needs to include the what, where, who, when, and why of your topic. Two sentences of 25 words or less is appropriate for the newspaper.
- The second paragraph expands on the information in the first paragraph with more detail.
- The third paragraph generally provides a quote to back up your assertion.
- The final paragraph should include a call to action. What do you want the readers to do as a result of the article? Include the full details of the event, your website and contact information in the last paragraph.

If your press release is more than one page, center the word "more" at the bottom of the page to tell your reader that there is another page. At the end of your press release, center the word "END" to signal the story is finished.

Here is an example of a press release:

For immediate release: January 8, 2016

For further information contact:

Your name  
Your phone number  
Your email address

### **Teen Raises \$4000 for Standing Up to POTS**

The first paragraph needs to include the what, where, who, when, and why of your topic. Two sentences of 25 words or less is appropriate for the newspaper.

The second paragraph expands on the information in the first paragraph with more detail.

The third paragraph generally provides a quote to back up your assertion.

The final paragraph should include a call to action. What do you want the readers to do as a result of the article? Include the full details of the event, your website and contact information in the last paragraph.

END

For more information, please visit [www.standinguptopots.org](http://www.standinguptopots.org)



For Immediate Release: August 10, 2018

For more information, please contact:

Cathy Pederson

(555)555-5555

Info@standinguptopots.org

### **Teen Raises Money for Standing Up to POTS**

Lily Pederson, age 13, raised \$4000 by selling *My Life with POTS*, an 18 page book that she wrote with her 11 year old sister, Kate. Suffering from postural orthostatic tachycardia syndrome (POTS), Lily is donating their proceeds to Standing Up to POTS.

Their book is a touching account of Lily's three-year struggle with POTS from the children's perspective. Kate's illustrations add depth to Lily's words, and readers can sense what it must be like to have POTS.

"I'm so proud of the girls and their willingness to share their personal story so widely," said Cathy Pederson, founder of Standing Up to POTS. "Their donation will fund an online survey of 1,000 people with POTS that investigates quality of life issues for this understudied population."

If you want to purchase a copy of *My Life with POTS*, or donate to Standing Up to POTS, visit [www.standinguptopots.org](http://www.standinguptopots.org). The book will be on sale through the website for the next month.

End

Note to the Editor: Photos of the book, Lily and Kate with the book, or sample illustrations are available upon request.