

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person, Position
Company Name
Voice Phone Number
FAX Number
Email Address

Headline

<City>, <State>, <Date> - Your **first paragraph** of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs to contain information that will "entice" the reader. Your story must be newsworthy and factual. A sales pitch will end up in the trash.

2nd paragraph: executive quote "why we're excited"

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts.

3rd paragraph: summary and detail

Summarizes and contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

4th paragraph: future actions "here's what's next" (only include this paragraph if it is relevant to the subject)

End: Use ### centered on page to indicate that the press release is finished

Footer: Attach a footer that appropriately describes your organization. See example below.

GENERAL

The Vermont Campaign to End Childhood Hunger is a statewide nonprofit organization that combats hunger through advocacy, education, and technical assistance. Since 1993, VTCECH has been providing communities with the tools to create and sustain local programs that feed children in need. Information on VTCECH, hunger in Vermont, and federal nutrition programs is available at www.vtnohunger.org, or for information about 3SquaresVT, Vermont's Supplemental Nutrition Assistance Program (formerly Food Stamps)—including eligibility guidelines and a printable application—visit www.vermontfoodhelp.com

* Additional tips:

Your **headline** is one of the most important components of the press release. It needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the," "an" or any word that is three characters or less.

1st paragraph: who, what, where, when, why (most important)

Note: Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

