

# Press Release

Contact:  
Phone:

FOR IMMEDIATE RELEASE  
Time, Date

## **TITLE**

When writing a press release, say who, what, where, when, why, and how in the first paragraph, if you can. Study your newspaper and notice how deftly most writers work that type of information into the first paragraph of each article. In addition, it's helpful if you remember the following:

- Know your contact's name, title, telephone, fax, and department.
- Mail or fax your release 10 days in advance of the release date.