



Media Release Template

LOGO/LETTERHEAD

MEDIA RELEASE
<Date of distribution>
Headline

Par 1 (strong angle – direct language – simple sentences)

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Par 2 (background to story)

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.....
.....

Par 3 (introduce spokesperson – professional title before name, no personal title at this point)

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.....

Par 4 (first quote - opinion)

“.....
.....”

Par 5 (statement – fact, not opinion)

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.....
.....

Par 6 (another quote)

“.....” he/she said.

Par 7 (another quote/ or statement – if you use a quote, finish with a statement)

.....
.....
.....

ENDS.

Media contact: _____ **phone:** _____