

Hints & Tips for Writing a Press Release

Your Contact Details

Attention Grabbing Headline

1st Paragraph: Convey your message succinctly and clearly

2nd Paragraph: Answer the 5 W's

- Who is this about?
- What is the actual news?
- When does this happen?
- Where does this take place?
- Why is this newsworthy?
- How is this happening?

3rd Paragraph: Stats that demonstrate impact

4th Paragraph: Quotes that make your story relatable

Final Paragraph: Links to your website/social media so people can find out more

Embargo date (if applicable)