**Organization LOGO**

**FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL MONTH DATE, YEAR**) [This should be in all capital letters and in bolded font]

**FOR MORE INFORMATION:** [This should be in all capital letters and bolded font]  
Contact: [First Name] [Last Name], [Position Title]  
Direct: [Phone Number]   
Email: [Email Address]

**Headline** [The headline should be in bolded font and worded in a way that will pull reporters in]  
*Subtitle* [in Italics, as needed]

**First Paragraph**  
[City, State, Month Date, Year --- The first paragraph is considered the most important part of the press release. It frames the issue or message at hand and provides a short summary of what the remainder of the text will cover.]

**Second, Third and/or Fourth Paragraph**  
[The remainder of the press release should be written in descending order of importance. As a general rule, long sentences and jargon should be avoided.]

**Additional Paragraphs**  
[Additional paragraphs could contain quotes from the nonprofits staff. Typically, statements from the executive director, board chair or other directors in the organization are preferred.]

[Press releases should always end with the following – which marks the end of the press release for your media contacts]

**###**

**NONPROFIT ABC** [Place the name of your company/organization after the “###”]

**Boilerplate**  
[Place your boilerplate after your company/organization name. The boilerplate should contain a two to three sentence description of the organization. If the nonprofit has a website, it is good practice to include the website address with a hyperlink to the site.]