

Media release – Template

Project Title:

Date:

For immediate release

HEADLINE

FIRST PARAGRAPH

Your first paragraph needs to grab the reader's attention. It should explain your headline and briefly cover the important points of your project and the message you want to get across. Make sure it is clear and short.

SECOND PARAGRAPH

Introduce a person or the group behind your project/event, their name and role. Include quotes that support what you are doing.

THIRD AND FOURTH PARAGRAPHS

The following paragraphs should contain a mix of quotes and statements of fact and should explain in further detail the key messages - who, what, where, when and why.

Visuals help to engage a reader. Include photo's of people or places related to the story.

-ENDS-

MEDIA ENQUIRIES

If you would like an interview with <insert name>, please contact:
Contact name, address, phone, email address/website