

## Business Name / Logo

**For Immediate Release** [or  
*include the date you want to  
release – for example:*

**For Release After June 1, 2008**  
**[TODAY'S DATE]**

**Media Contact: [NAME]**  
**[PHONE NUMBER]**

*[Your press release should be a clear summary of your story – written in third person – answering the basic of who, what, why when and where. Your press release should also be double-spaced, leaving margins of at least one inch. It is also helpful to submit drawings, photos or artwork to help enhance your press release.]*

## CATCHY TITLE

**[Begin with City, State]Lansing, Mich.**—Answer the “what” question about the story in your opening paragraph. Stick to facts and include all pertinent titles, dates, and locations for the activity.

Second paragraph continues by answering “why” and “how” questions and should tie in with the first paragraph.

At this point in the release, it is a good idea to include at least one quote that relates to your organization, your business, or come from an artist involved with your story. It is important to acknowledge the source as well. Adding the name of the source, and their title, if applicable, will add credibility to your story.

Continue to elaborate upon your story in the body of the press release if you need to. It will be important to be clear, concise and to write in the third person. You may include industry facts and figures, and other supporting information here.

Call to action paragraph – what do you want the reader to act upon? It could be as simple as “Sign up online now to receive free tickets to Saturday’s performance.”

Closing paragraph should include summary of your business and where you are located or how the reader can find you.

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*[Use three centered number signs to denote when press release ends]*