

ACME NONPROFIT



Company Name
Company Address
Contact: Jane Smith
Phone Number: 555-555-5555
Email: janesmith@acmenonprofit.org
Website: www.acmenonprofit.org

For Immediate Release

TITLE GOES HERE IN BOLD UPPERCASE LETTERS

CITY, State Abbreviation, (Month Date, Year) -- This paragraph, known as the lead, is the most important paragraph in your press release. The lead should get the reader's attention and be very informative (include the who, what, where, and when of your event). The lead should be no more than three sentences.

This next paragraph begins the body of your press release. The body should include more detailed information about the event. Press releases should be written in the journalistic "inverted pyramid" style; the most important information should appear at the beginning and the less important information should appear further down in the piece. This paragraph is a good place to explain why your event is important and to highlight some of the interesting features or qualities of your event. You should then follow with two to three more paragraphs that add interesting information and details about the event. Press releases should be written in the third person with an objective tone that interests the reader.

"Using quotations can give credibility and a personal voice to your press release," said John Doe, Chief Expert for Acme Nonprofit. "Make sure you accurately quote and attribute statements, using a person's first and last name and title or a brief description of their connection to the story," the credible and well-respected expert continued.

This page embodies the stylistic elements of a press release. For example, the dateline that begins the first paragraph says "CITY." This means that you should write your city in all capital letters, followed with a comma and the state abbreviation. Your press release should have one to one-and-a-half inch margins and be written in an easy to read, traditional font like Times New Roman. Paragraphs are not indented, but do have a space between them. Ideally, press releases are no more than one-page in length. The end of your press release should be indicated by three centered hash symbols (###). Press releases use the writing conventions of "The Associated Press Stylebook." Many of these conventions can be found through simple web searches.

You may want to end your press release with a short statement about your organization and direct people to your website at www.acmenonprofit.org/about.

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