

Your Name or Organization

Title

FOR IMMEDIATE RELEASE (Insert Date)- The first paragraph should be a couple sentences explaining the most important details regarding an event. If a person were to only read the first couple of sentences, would they have all of the information they need? This should include the name, date, and time of the event at the bare minimum, as well as who is hosting it.

Here is where the type of event should be mentioned. Is it free? Will there be food? How much do tickets cost? In general people want to be prepared before attending an event.

Here is where any additional information about the event. This could include performances, raffle prizes, games, special guests, etc. Additionally, quotes could be incorporated from the organization or any volunteers regarding the event. If a person has read this far, they usually want to know more details.

Lastly, when writing a press release, add contact information for the host. This allows individuals to reach out regarding an event. This could be a way to acquire volunteers or even additional funding.