

For Immediate Release

Press Contact: Person, phone number

Short, Attention-Grabbing Headline

Specific details here, phrases not sentences

City where event is happening (Date) First sentence says what is happening, **often with the key details of place and time in bold**. Then follow up with a sentence or two of context.

“You should have a kick-ass quote in the second paragraph,” says the standard rules. “Make sure to include both name and title, and ideally have the first quote come from your group or organization.”

After that, have a couple (two to three) short paragraphs that provide additional context and necessary information. These paragraphs should be written plainly and appear like a “neutral” news article (even while the selection of details to highlight is anything but).

These paragraphs should vary in length between one and four sentences.

The release overall should follow what journalists call “the inverted pyramid”: start off with the most compelling information and end with the least important (but still relevant) information. Never put anything irrelevant in a press release; every sentence should have a specific purpose. Make sure that the information is in descending order of importance so that if people just read the headline and first paragraph they know what this is about, and keep the info to one page.

“Then provide a quote from,” someone who wasn’t quoted before. “Journalists like to attribute the quote midway through the statement rather than have long blocks of text. Quotes make good endings for press releases.”

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The American Friends Service Committee is a Quaker organization that includes people of various faiths who are committed to social justice, peace and humanitarian service. Its work is based on the belief in the worth of every person and faith in the power of love to overcome violence and injustice. OR information about your group or organization goes here.