*(Insert business or event logo/graphics as a header)*

**Media release template**

**Date:** *(insert date you are distributing the media release)*

*(Add statement letting the journalist know when they can share information with the public, e.g.*

**For immediate release**: *(this means all the information in the release can be published as soon as the journalist receives it),*

or

**Embargoed until** (insert time and date): *If you have time-sensitive information you want to give a journalist in advance (maybe to meet a printing deadline) you can include a statement saying when the information can be made public. For example an awards ceremony may embargo a release with winners’ names for release after the event.))*

**Heading** *(this should be short and catchy)*

First paragraph: *this should be short, catchy and contain all the important information about the event- name, date, time, where. (Content of the release- think about your angle – what makes your event special, how is it unique, who is headlining, if fundraising - what are you raising money for etc)*

Following paragraphs: *should cascade information in order of importance, so if the story is too long, it can be easily shortened by media outlets without losing important information. This is where you could include some quotes from key event stakeholders (organisers, volunteers, community organisations benefitting etc).*

The final paragraph: *include a link to more information*

**ENDS**

**For more media information (not for public distribution)** – *Insert direct contact details to event organisers (rather than the generic event number) so a journalist can contact you for more information.*

**Photos**: *Insert details about high quality images available. (Media releases are more likely to be picked up when accompanied by an eye-catching high-resolution photograph for the journalist to use with the story. Look at ways to make the photo engaging – headline entertainers, someone tasting the food that will be on offer, volunteers getting ready etc. Provide captions with the photos.)*

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**Consider expanding the template to address other things relevant to your event**