

PRESS RELEASE

Attention Grabbing Headline

This is where you give a high-level summary of what the release is about.



SO WHAT

LOCATION, (Date) – OK, now that you've grabbed the attention of the reader with an awesome headline, it's time to get straight to the point.

Why does this story matter? What is the compelling angle? Highlight the important points clearly and concisely, and don't bother with the unnecessary formal details. Some readers don't read past this paragraph, so whatever you'd like to get across, say it. The more you can make this story read like a news story, the greater the chance it can be published by a blog or online news source as is.



THE NITTY GRITTY

If your reader has gotten this far – congratulations, you're doing something right! Now it's time to present your supporting facts. Here, you can provide the reader with more detailed information on the story, while also highlighting what makes your company, product or service so great. Consider including an eye-opening statistic if it's relatively new—one that will cause the reader to stop in their tracks. Wait ... is your release reading like a commercial that interrupts your YouTube video? If so, back up. What's the story behind this? Don't tell the reader they should be interested in this; tell them **why** they should be interested in this.

Remember the "Five Ws"? Who, What, Where, When, Why? Great. They should be covered in the first two paragraphs leading up to your quote, so if you haven't covered them yet, now is the time.



HUMAN ELEMENT

"A good quote can really make or break a story," says Barbara Fox, CEO of Enterprise Canada. "It should be relevant, timely and represent company values, coming from an important individual or subject matter expert at the company. The quote provides a human element to your media release. It also makes it easy for journalists to include quotes in the story they are writing, so make sure it's polished!"



WRAP IT UP

Your media release shouldn't be longer than one to two pages. Ideally one, but in some circumstances two. Don't forget, you can always offer the media an interview with the spokesperson of the company (and if you're offering, make sure they're available!) in order to provide more information.

"If you'd like, you can include another quote here to help drive home the story," says Fox. "This quote is usually short and to the point. If the reader has made it to the end, make sure the last thing they read leaves an impression."



SELL YOUR COMPANY

About Enterprise Canada:

This is where you talk about how great your company is and everything it has to offer.

-30-

The -30- (pronounced dash thirty dash) is always included at the end of a media release to indicate the end of the story. It's also an unwritten rule that nothing below the -30- should be published.



For more information, please contact:

If the media would like to chat more, they will contact this person. Whoever is listed here needs to be knowledgeable, approachable, and authorized to talk to reporters about the story and company as a whole.