

619 words

<INSERT COMPANY LOGO>

MEDIA CONTACT:

<Insert First & Last Name>

<Insert Phone Number>

<Insert Email Address>

HEADLINE ANNOUNCES NEWS IN TITLE CASE, IDEALLY UNDER 80 CHARACTERS

Summary phrase is a brief synopsis of the news, elaborating on the headline

CITY, PROV (Month Date, Year) -- The lead sentence contains the most important information in 65 words or less. Grab your reader's attention here by simply stating the news you have to announce. Do not assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

EXAMPLE

TORONTO (April 21, 2008) – Discover Boating, the recreational boating industry's national public awareness program, today re-launched DiscoverBoating.ca with new interactive elements to make exploring the boating lifestyle easier and more intuitive. Taking a personalized approach, the site taps into visitors' favourite activities and current lifestyle to help them make their boating dreams a reality.

A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The standard press release is 300 to 800 words. The first couple of paragraphs should answer the who, what, when, where, why and how questions. The news media may take information from a news release to craft a news or feature article or may use information in the release word-for-word, but a news release is not, itself, an article or a reprint.

EXAMPLE

The improved site focuses on activities people participate in while aboard a boat. Visitors can select the activity that interests them most—whether it's fishing, sailing, cruising or watersports—and are taken through a process of helpful tips and insight resulting in suggested boat types for that activity.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key executives, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

EXAMPLE

"DiscoverBoating.ca's new features truly reflect the boating lifestyle—fun, easy and engaging," said Armida Markarova, director of interactive marketing for Discover Boating. "With a focus on boating activities and an intuitive, more interactive experience, we're able to provide an even greater benefit to our visitors who seek comprehensive access to everything about boating."

Typical topics for a news release include announcements of new products, campaigns, launch of a new Web site or strategic partnership, etc. The tone is neutral and objective, not full of hype or text that is typically found in an advertisement. Avoid directly addressing the consumer or your target audience. The use of "I," "we" and "you" outside of a direct quotation is a flag that your copy is an advertisement rather than a news release.

The final paragraph of a traditional news release contains the least newsworthy material. It's typical to restate and summarize the key points with a closing paragraph, kept at a short couple of sentences.

You can also include a short corporate backgrounder, or "boilerplate," about the company or the person who is newsworthy before you list the contact person's name and phone number.

EXAMPLE

About Discover Boating

Discover Boating is a national awareness campaign developed by the recreational boating industry and managed by the National Marine Manufacturers Association (NMMA.) Discover Boating programs focus on improving the boating experience and building interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle, while helping potential boaters experience why life is better with a boat. Each year more than 6 million adults in Canada enjoy boating. To find out more, visit www.DiscoverBoating.ca.

***Please note:** Be sure to ALWAYS review and revise all spelling, punctuation and grammatical errors!