



# PRESS RELEASE: TIPS & TEMPLATE



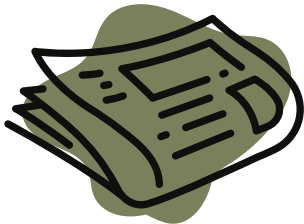
## What Type of PR is This? Event PR!

An events press release is sent to generate buzz about an upcoming event your organization is hosting. This should include what the event is, who should attend, when and where it is, and any other important information about the event.



## How Do I Send My Press Release Out?

A Few ways! You can send it to any local journalists or news organizations, a PR distribution service (like PR Newswire), distribute it via email yourself, or use a local influencer who has high reach on social media.



## Have an Engaging Headline.

”Hi my name is Olivia and I will be helping you today. How can I help you find what you’re looking for today?”



## Keep it Short & Sweet!

I know we’re excited, but people don’t want to read anything too lengthy. Only include what people need to know about the event.



## Start Writing!

Not sure how to get started? That’s okay! We have a template ready for you to use. It can be found on page 2!

[Your Company Name]

[Company Logo]

FOR IMMEDIATE RELEASE

[Date]

[Contact Information]

## YOUR ENGAGING HEADLINE GOES HERE

[City, State] - [Date] - [Your Organization Name], is excited to unveil [Event/Initiative] which will provide the community with [mission statement of the event here.]

[Quote from Spokesperson About Event/Initiative]

[Details about the Event/Initiative]

[List the top 3 things people will gain from this event after listing the details]

Benefit 1:

Benefit 2:

Benefit 3:

[Closing Statement]

This program is made possible by Arizona Humanities, the state affiliate of the National Endowment for the Humanities, the Arizona State Library, Archives, and Public Records, and the Institute for Museum and Library Services.

We are excited and honored to facilitate these community-bridging conversations and to learn from one another.

For further information please contact:

[Media Contact Name]

[Title]

[Email]

[Phone]