



How to Write an Effective Press Release

FORMAT

- Type “Press Release” at the top.
- **Contact:** Name, phones, email address (this must be included)
- **Name of Event:**
- **Sponsored by:** organization
- **Date, time or hours, place:**
- **Cost:** (mention if it is tax deductible)
- **When and where** you would prefer it to be published (or broadcast):
- **Brief description** of the event:
- **If a fundraiser**, you must say what it is for, especially if for Tech Trek [donations to Tech Trek are only tax deductible if the donor gets nothing in return except thanks and a smile]

Find out the proper person or department to send you PR to. You don’t want your release to wander around the building or get lost, unloved, on a desk. Your Branch Publicity chair often has a list.

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EXAMPLE:

PRESS RELEASE

Contact: xxxxxx, 530-873-xxxx, 530-774-xxxx cell and text, email: xxxxx@gmail.com
 We would like this to run in ‘Briefs’ the Wednesday before the event, Feb. 20, and in “Calendar”. (We have a paid ad in A Section for Sat. Feb. 23.) Flyer attached.

Antique Appraisal Faire

Sponsored by American Association of University Women (AAUW), Chico

Sunday, February 24, 11 a.m. to 3 p.m.

Chico Women’s Club, 592 E. Third Street, Chico

\$8 per item or a matching set

What’s in your attic? Did Grandma or Aunt Flossie leave you a family heirloom which remains unidentified? Would you like to find out what it is or how valuable it is? Come to the annual Antique Appraisal Faire and talk to our nine expert appraisers. You might be surprised and you will have fun.

This event is a fund raiser to send local 8th grade girls to Tech Trek, a STEM camp for girls at U.C. Davis. Meet and talk with girls who attended previous camps; they will make your day. Sunday, February 24, 11 a.m. to 3 p.m. at the Chico Women’s Club, 592 E. Third Street, Chico. \$8 per item or a matched set. Bring a photograph for larger items.