

Sample Press Release

HEADLINE [main headline]

SUB-HEADLINE [gives additional context to the issue]

Press Contact: [name, phone, email of person to contact]

FOR IMMEDIATE RELEASE

[Location]

[Date]

The [name of campaign or group] **announced today that it** [action or update being shared]. This comes after [background on campaign or issue].

[Name of campaign or group] **says that the issue of** [issue being addressed] **has resulted in** [problem being addressed]. [Relevant data about the problem].

[Name of individual], **a community member with the campaign, said,**
“_____.”

Best practices for addressing the issue include [your groups' solutions, policy proposals, or goals of campaign].

The group plans to [next steps or more information about the current action or event].

[Organization with campaign] **is also urging the public to support the cause and said,** “_____.”

The campaign is [more general information about your campaign, including how to get more information].