**Press Release Format**

**Dateline:** This includes the distribution date of the press release, followed by the hometown of the person or organization presenting the news, and finally followed by the start of the first body paragraph.

**<address>**

**<date>**

**FOR IMMEDIATE RELEASE**

**CONTACT: <your name here>**

**<your Pioneers group here>**

**<phone>**

**<e-mail address>**

**<Title of Story>**

**Headline:** The headline, or press release title, should be attention-grabbing while still telling journalists the essence of the news contained in the release.

**Summary:** The summary should be a brief paragraph presenting more details about the actual news contained in the body of the press release. In online distribution, the summary is often displayed in listings with the headline.

**Press Release Body:** The body of the release will go into further detail about the news. The who, what, when, where, and why questions should all be answered in the first paragraph if possible, followed by any quotes and supporting facts.

**Call to Action:** Generally a one-sentence closer following the boilerplate of the news release, and starting with something like “For more information about Pioneers…”.

**Contact Info:** Full contact information, or at least as much as possible, including a full contact name, phone number, and email address. A mailing address, fax number, and cell phone number can also be included.

**Boilerplate:** A press release boilerplate is a paragraph after the press release body which gives general background (not usually directly related to the news angle) about the person, organization, or company issuing the press release. Example: Founded in 1911, Pioneers is now more than 620,000 volunteers strong committed to serving our communities in the United States, Canada and beyond. As long as there’s a need, no matter how large or small, Pioneers answer the call for help in every way imaginable.

**Call to Action:** Generally a one-sentence closer following the boilerplate of the news release, and starting with something like “For more information about Pioneers or this news angle…”.

**Closing:** To close a press release (to let the journalist know there are not additional pages), center ### at the bottom of the page

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