

(Your logo here)

FOR IMMEDIATE RELEASE

Contact:
Jane Doe
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CATCHY HEADLINE IN BOLD CAPS
Subtitle here – one-line descriptive to add explanation and info

Pleasantville, Calif., Sept. 10, 2011 (your city, state and date): Try to catch the journalist’s interest right away. Tell them and briefly explain why it’s important to their news outlet and the community.

Give them the who, what, when, where and why early on so they don’t have to search for the basic facts.

Tell them all the details that will make your event special and newsworthy – such as any education/training/raffles you’ll be holding, plus how many people you’re hoping will attend, why what you’re doing is different, your goals for the event, etc.

Invite them to cover your event and to contact you for more details, photos, etc.

If applicable, you can also tell them a moving story within the release. For example, if this is an adoption event for a rescue, tell the story of an abused dog your rescue rehabilitated into a successful new life, such as a pit bull who is now a therapy dog.

Ask someone to proof what you have written and check for errors before you send it out. Journalists will dismiss press releases that have blatant spelling, grammar or punctuation errors, so read your work carefully!

If you need more guidance or want to read sample press releases, just Google “How to write a press release” or “Sample press release” online.

Good luck!

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About (name or your organization): Include a paragraph at the end describing your group and its mission. Include your organization’s website, address and phone number.