

SKELETON FORMAT FOR PRESS RELEASE LETTERHEAD HERE

FOR IMMEDIATE RELEASE

DATE

Contact: NAME

PHONE

E-MAIL

CELL or HOME PHONE

Headline goes here

City, State (DATE AGAIN) – The text for your document should go here. Make your first paragraph really quick and to-the-point.

Give further details in a couple more paragraphs.

“Make sure you use at least one quote in each release,” said Charlie Baase,
Communications Manager for Tobacco-Free Michigan.

Make sure you are writing in a style that sounds like a news story throughout your release. Don’t editorialize too much and keep your words and sentences simple. The text of your release should be 1 ½ or double spaced so reporters can make comments on a hard copy.

A paragraph that describes your organization should end your release.

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