

THE ANATOMY OF A PRESS RELEASE

A press release is an important promotional tool and a fundamental component of any marketing strategy. Although relatively easy to put together, many organizations struggle to write press releases that articulate their news in a compelling fashion and grab the media's attention. There's no secret when it comes to writing a press release. It's simply a matter of following a few basic rules and making sure that it contains all the right elements. At the end of the day, the quality of the news you are relaying is just as, if not more, important than the release itself.

SULLIVAN



RENAISSANCE

FOR IMMEDIATE RELEASE:
May 14, 2012
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'GET OUT AND GARDEN' DAY

Volunteers Needed to Help in Communities on May 19

FERNDALE – Volunteers from many communities throughout Sullivan County will be “getting out and gardening” this Saturday, May 19. Residents are particularly needed to help at work days in three communities – Woodridge, Wurtsboro and Swan Lake – but many communities have work days planned. Residents are also encouraged to tend to their own gardens on this day.

“Some people don’t realize that most of the public gardens we enjoy throughout Sullivan County are maintained by volunteers, many who have been tending these flowers for over ten years,” said Sullivan Renaissance Director Glenn Pontier, “Now some of these communities need new recruits to help. The benefits of volunteering include meeting your neighbors and that real sense of contributing to an endeavor that makes the community more attractive.”

Sullivan Renaissance is helping to organize community work days from 10:00 a.m. to 12:00 noon in the following locations:

- Woodridge:** Meet at the gazebo in the Veterans’ Park on Green Avenue
- Wurtsboro:** Meet at the Mamakating Library on Sullivan Street
- Swan Lake:** Meet at the cemetery on White Lake Turnpike

While no experience is necessary, volunteers should bring their own gloves and tools if they have them. The first ten volunteers to arrive in each community will receive free tickets to Thunder 102’s “Thunderbash” concert at the Monticello Casino & Raceway that evening.

Sullivan Renaissance is a beautification and community development program principally funded by the Gerry Foundation. Sponsors include Bold Gold Media Group/Thunder 102, FisherMears Associates, Robert Green Dealerships, Sullivan County Democrat, The River Reporter, Thompson Sanitation and WSUL/WVOS. For information call Sullivan Renaissance at 845-295-2445 or visit www.sullivanrenaissance.org.

Contact info – If you’ve written a good press release about something newsworthy, chances are that the media will want to write a story. Make it easier for them by providing a media contact (name and phone number) who they can call with any questions.

Headline – No more than a line or two, the headline is your first, and probably most important, chance to make an impression.

Lead – The lead is typically the first sentence of the press release and you are basically providing the who, what, where, when, and why in a single sentence.

Body – The meat of the press release, the body is where you provide supporting details about your news. This should include quotes from a spokesperson (both from your organization and any other group that may be of significance to the release), as well as background and related information.

Boilerplate – Directly following the body of the press release comes the boilerplate, a single paragraph that describes what your organization does. This is essentially a written form of your organization’s 30-second elevator pitch. Don’t forget to include contact information, web site address, etc.