

## FOR IMMEDIATE RELEASE:

### CONTACT:

Contact Person, Position  
Company Name  
Voice Phone Number  
FAX Number  
Email Address

### Headline

<City>, <State>, <Date> - Your **first paragraph** of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs to contain information that will "entice" the reader. Your story must be newsworthy and factual. A sales pitch will end up in the trash.

**2<sup>nd</sup> paragraph:** executive quote "why we're excited"

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts.

**3<sup>rd</sup> paragraph:** summary and detail

Summarizes and contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

**4<sup>th</sup> paragraph:** future actions "here's what's next" (only include this paragraph if it is relevant to the subject)

**End:** Use ### centered on page to indicate that the press release is finished

**Footer:** Attach a footer that appropriately describes your organization. See example below.

### GENERAL

*Hunger Free Vermont is a statewide nonprofit organization that combats hunger through advocacy, education, and technical assistance. Since 1993, HFV has been providing communities with the tools to create and sustain local programs that feed children in need. Information on HFV, hunger in Vermont, and federal nutrition programs is available at [www.hungerfreevt.org](http://www.hungerfreevt.org), or for information about 3SquaresVT, Vermont's Supplemental Nutrition Assistance Program (formerly Food Stamps)—including eligibility guidelines and a printable application—visit [www.vermontfoodhelp.com](http://www.vermontfoodhelp.com)*

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### \* Additional tips:

Your **headline** is one of the most important components of the press release. It needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum.

Capitalize every word with the exception of "a", "the," "an" or any word that is three characters or less.

**1<sup>st</sup> paragraph:** who, what, where, when, why (most important)

**Note:** Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.



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