**Media Release Template**

Note: organisations should replace placeholders (in brackets) with their specific information. They should also tailor the template to suit the particular news or update they are announcing. Additionally, organisations should ensure the press release conforms to any specific formatting or submission guidelines of the platforms they intend to distribute it through.

[Date]

FOR IMMEDIATE RELEASE

[Headline]: [Brief and Catchy Headline Highlighting the News or Update]

[Organisation Name] is pleased to announce [Briefly describe the news or update].

[Location, Date]: [Optional sub-heading if relevant, e.g., "Community Centre, March 28, 2024"]

[Opening Paragraph]:

In this paragraph, introduce the news or update in more detail. Provide essential information such as what the announcement is about, why it’s important, and how it impacts the community or stakeholders.

[Body Paragraph(s)]:

Expand on the key points mentioned in the opening paragraph. Include quotes from key individuals within the organisation, community members, or relevant stakeholders to add credibility and provide a personal touch. Use this section to elaborate on the significance of the news or update and any relevant background information.

[Quote(s) from Organisation Representative /Funders /Commissioners/ Directors/ Stakeholders]:

Include a quote from a representative of the organisation that emphasises the importance or significance of the news or update. Make sure the quote aligns with the tone and messaging of the press release.

[Additional Details]:

Provide any additional details, such as event specifics, project timelines, or relevant statistics, to further contextualise the news or update.

[Closing Paragraph]:

Summarise the key points of the press release and include a call to action. This could encourage readers to learn more by visiting the organisation’s website, attending an event, or getting involved in some way.

[Boilerplate Information]:

Include a brief description of the organisation, highlighting its mission, vision, and key activities. Also, provide contact information for media inquiries and general inquiries.

[About [organisation Name]]:

[organisation Name] is [brief description of the organisation, including its mission and key activities].

[Contact Information]:

For media inquiries, please contact:

[Media Contact Name]

[Media Contact Title]

[organisation Name]

[Phone Number]

[Email Address]

For general inquiries, please contact:

[General Contact Name]

[General Contact Title]

[Organisation Name]

[Phone Number]

[Email Address]

[End of Press Release]