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TEMPLATE MEDIA RELEASE

**(EXAMPLE COPY – PLEASE USE AS A TEMPLATE
FOR YOUR OWN PRESS RELEASE)**

DAY, MONTH, YEAR

FOR IMMEDIATE RELEASE

Type over this with...TITLE OF YOUR EVENT

***The first few paragraphs should include only the most important information.
Introduce your theme, stick to the point and keep it punchy.***

Ask yourself... Who, What, When, Where, Why and How?

For example...

***(Title) Gravy Train Ride for Hope in Support of Roger’s House the Sens
Foundation’s Charity of Choice***

(WHEN) On Saturday, October 22, ***(WHO)*** participants will be taking over the neighbourhood in a fun fuelled day of riding around on tricycles in Kanata following the course along the bike path. ***(WHAT)*** The highlight will be the race to the finish line and hearing the train signal blow at ***(WHERE)*** Kanata Recreation Center.

(HOW) From 10am on January 22, participants will be decked out in their teams costumes and make their way on the Gravy Train Ride for Hope start line. All relay teams of four have raised a minimum of at least \$1,000 to participate in the race. ***(WHY)*** All the money raised from the event will go to support Roger’s House the Sens Foundation’s charity of choice.

***Following this, the media release should contain an interesting fact about the event
or a quote. For example...***

Jennifer Graves, Community Fundraiser, Sens Foundation says, “It’ a great event that really has the elements of FUN draising. ”

- END -

Finally you should include all your contact information including availability etc.