**MEDIA RELEASE**

**DATE** *(the media release is distributed publicly)*

**INSERT CATCHY TITLE**

**[ Introduction ]** 1-2 sentences stating who, what, when, where, and why. Highlight the most exciting and important information in your introduction.

**[ Body ]** Include the finer details to support your introduction and further explain your news.

If additional information will assist the media to write a story about the pitch, then include that here.

Consider the most compelling information related to proof, statistics, expected number of purchases/downloads/views, number of customers, size of audience, etc.

Show how your news is different, unique, shocking, rare, futuristic, or new.

**[ Quotes ]** Identify a spokesperson to be quoted on behalf of the business that supports the angle of the story.

**[ Conclusion ]** Reiterate the introduction with a call to action e.g. *head to the website for ticketing information.*

**[ Contact ]** Contact details of the dedicated person to respond to media enquiries, set up interviews, provide imagery etc.

**Keep in mind…**

* A media release is a fact sheet about your business with the most important information at the beginning.
* Less is more with media release writing – keep your media release to one A4 page if possible
* Utilise descriptive words and have fun with your writing.
* Include your logo at the top of the page.
* Include space between each sentence to create paragraphs – this ensures the media release is easy reading.

**Before distributing…**

* Check spelling and grammar or ask someone to read over your work.
* Always export your media release into **PDF format** before sending out to media/publicly. This ensures information can’t be changed and readers can’t filter through your editing history.
* Attach 2-5 images to accompany your media release send out.