

Contact Information: List the name, telephone, and email address information for either you or your school's/district's spokesperson.

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Headline: Skip two lines after your Contact information and use a boldface type.

COMMUNITY CENTER TAKES CENTER STAGE
Community Leaders and <School Name> <Club> Students
Hold Grand Re-opening Ceremony

Dateline: This should be the city your press release is issued from and the date you are mailing your release.

Lead Paragraph: The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).

<City, State> (<Date>) — Demonstrating an outstanding collaboration of community and student leadership, the <Name> Community Center will once again provide a place for members of the community to gather.

Text: The main body of your press release where your message should fully develop.

The <Name> Community Center has been closed since the devastating fire on <Date>. Constructed in 1918, the center was an integral part of the community and provided a place for recreational classes, day care, dances, meeting rooms, etc. The 2004 fire caused enormous damage and completely shut down the center.

“Last year our community suffered a terrible loss when the fire destroyed the <Name> center,” said <Principal/Community Leader> “The <Club> students were instrumental in the renovation and I commend them for their outstanding efforts toward making the community center once again a place for everyone to gather, share, and learn.”

Over the past year the <Club> students raised over \$20,000 through numerous fundraising efforts in order to purchase supplies to aid in the renovation. After donating the funds, the students rolled up their sleeves and donated hours of free time and worked with members of the community to rebuild and paint the new center.

<Boilerplate: Standard descriptive language that describes your school/district. >

Quotes: Should be from someone directly involved in the project. Quotes add a human element and are easy items for reporters to incorporate in a story.

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End tag: Commonly used symbol (or -30-) to indicate the end of the press release.