

Press Release

FOR IMMEDIATE RELEASE

Date

Contact: [Names] [Phone] [Email]

HEADLINE

Subheadline with a little more information

City, ST (Month Day, Year)— Your most important information should be in the first paragraph (and least important information in the final paragraph). The opening sentence is the most important element in a press release where you should succinctly summarize what is being announced. The opening paragraph should clearly get the reader’s attention through a strong hook while providing only the most important facts.

Second paragraph should provide further details about why the event is important and should include a quote from a participant or leader.

The third paragraph should provide further detail and explanation of paragraph one. If you didn’t provide all 5 of the W’s (who, what, when, where, and why), you should make sure all of those are clearly identified. Paragraphs should not be longer than 5 or 6 sentences and the entire press release should only contain 4-6 paragraphs.

Fourth paragraph can describe the event, include your messaging in the description. Can quote another person.

Last paragraph should be short can summarize why this is important. Your release can end with a call to action or what you want people to do.

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[three number symbols indicates to the journalist that your release is complete]

[boiler plate] *Jewish Voice for Peace (www.jewishvoiceforpeace.org) is a national, grassroots organization inspired by Jewish tradition to work for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. Jewish Voice for Peace has over 200,000 online supporters, over 60 chapters, a youth wing, a Rabbinic Council, an Artist Council, an Academic Advisory Council, and an Advisory Board made up of leading U.S. intellectuals and artists.*