**(Organisation) (Insert Company Logo)**

**PRESS RELEASE**

**(Insert headline here)**

**(Introduction - Who, What, Where, Why, How) –**

A simple introductory paragraph about the upcoming event. To make it newsworthy and easy to engage with, the introduction should include; who is hosting the event, what the event is about, where the event is taking place, how the public can be a part of the event., and if applicable why the event is taking place.

**(Main Body) –**

The main body should include two to three paragraphs, going into more detail about what the event entails. This part should include a bit more information about who the event is aimed at, any particular highlights of the event, the background behind the event and what the benefits are to attending. This would be a good opportunity to include some quotes from someone with authority on the event – encouraging people to attend.

**(Boilerplate Statement) –**

A simple statement explaining more about the organisation, which you would continue to use on further press releases without change. Can be similar to an “About” page on the website. This section could be used to link back to your website and event page to provide more information for readers.

**(Contact Information) –**

Key contact name, job title, telephone number, email address.