Sample News Release

(BUSINESS LOGO HERE)

News Release
Month, Date, Year

(Business Name) Canadian Valley Technology Center
Contact Person: Your name, Your title
(area code) Phone #-, Ext. #
email address

Headline Goes Here (1 or 2 lines)

ENID – To the left is the "dateline," which is in caps, followed by a hyphen and then your "lede" paragraph … keep it to 25 words or less and include the one most important fact.

Supporting paragraphs separated by two returns.

More supporting information.

Biographical data should include his age, when he graduated, his parents names and location of hometown (Yukon).

The age-old syle is called "inverted pyramid." That means your most important information goes in the first few paragraphs. This understanding is that editors will cut from the bottom up if they need to trim the story to fit into a particular space. The New York Times slogan historically has been, "All the News That's Fit to Print." In reality, the slogan for all newspapers is sadly, "All the News That Fits, We Print."

(Note: a series of 3 pound signs lets editors know the story has ended**)**

Photo Caption
Always include a photo with every story. Make sure it's good quality and not fuzzy. When you list people, list them from left to right and include these actual words in parenthesis. For example: Pictured are (left to right) Joe Black, Jane White and Eric Green.