

# **SAMPLE PRESS RELEASE AND TIPS FOR WRITING PRESS RELEASES**

PRESS RELEASE (OR MEDIA RELEASE)  
FOR IMMEDIATE RELEASE

## **1. Title of Event in caps and bolded**

(Sample) NOT EVERY BEARDED COLLIE IS A MOVIE STAR-AN OPPORTUNITY TO LEARN ABOUT A REAL 'SHAGGY DOG'

## **2. Most Pertinent Information-50 words or less as this is what will be read and retained.**

(Sample) The \_\_\_\_\_ Bearded Collie Club (or name of group or individual), dedicated to preserving, protecting and advancing the interests of the Bearded Collie through responsible ownership and breeding, announces (event, date, time, place) in conjunction with the release of the Disney's "The Shaggy Dog" movie. This free event provides the public an opportunity to learn more about this unique dog breed first-hand.

## **3. Event Specifics-may be used for a more detailed article by the media but more than likely it will not be used unless there is high interest.**

(Sample) Information about what will be presented or if Bearded Collies will be present, some human interest information about them.

## **4. Contact Information-Name and contact information of club member or individual from whom the media can get an immediate response.**

(Sample)  
For more information contact:  
Fred McMurray  
Sunset Memorial Gardens  
Hollywood, CA 12345

## **“Sweet 16 Questionnaire” For Writing A Press Release**

(Provided by a professional press relations person/adapted for our purposes)

1. What are you announcing?
2. Who are the customers you're targeting with this information?
3. What are the key factors, and how will they allow recipients of the information to do what they couldn't do before?
4. How will this information save them time, or money, or worry?
5. How will it make the recipients decision-making process faster, more powerful, more reliable or more secure?
6. What can we specifically quantify – for example “easily decide the Bearded Collie is not the breed for you”?
7. What is the link to the overall message of the Bearded Collie Club of America?
8. How do we differentiate our message from that of Disney?
9. What worries you about providing the public with this information? (Is anything we should de-emphasize)
10. How will the information be distributed (direct, channels, movie theaters, etc.)?
11. Are there any other people that can serve as press references? (Not just a quote in a press release but willing to speak to the press-Kathy Coxwell, BCCA President or local club president.)
12. Are there other efforts nation-wide or worldwide?
13. Is this information free to the public or is there a charge?
14. Do you see any opportunities here to team with other Bearded Collie owners?
15. What web page URL should be used in the release?
16. Do you have any other information we haven't asked about? Anything interesting you've read in the press related to the topic?