Having a clear, organized and well-written press release makes it more likely to be picked up by the media - getting your organization and events the attention they deserve.

10 TIPS FOR WRITING A RELEASE THAT GETS NOTICED

Connecticut Main Street Communities Receive 2016 National Main Street Accreditation

1. COMPANY INFO
- Include your logo, address, website & links to social media accounts you update regularly, such as Facebook or YouTube.

2. CONTACT
- Provide the name, phone & email of a contact person who can answer or direct follow up calls from the press.

3. HEADLINE
- Make it dynamic yet short so it can be easily tweeted and shared.

4. RELEASE DATE
- Determine whether the release can be picked up and made public immediately or is being sent in advance, in which case list an "Embargoed Until" date.

5. BODY
- Include relevant facts and info, pre-approved quotes from executives or officials, and where to go for additional info (like ticket sales). Provide hyperlinks where appropriate.

BROUGHT TO YOU BY THE IGNITORS OF HEALTHY MAIN STREETS
www.ctmainstreet.org
Having a clear, well-written, and well-organized press release makes it more likely to be picked up by the media - getting your organization and events the attention they deserve.

10 TIPS
FOR WRITING A RELEASE THAT GETS NOTICED

Connecticut Main Street Communities Receive 2016 National Main Street Accreditation

By the National Main Street Center, the nation’s leading resource for Main Street revitalization, 110 communities have earned the National Main Street Accreditation for their dedication to revitalizing neighborhood commercial districts.

6. BOILERPLATE
After signing the end of your release content with ###, add some standard language about your organization.

7. DISTRIBUTION
Is your audience local, statewide, or national? Choose the appropriate media contacts and use a service like Constant Contact to make sending and tracking metrics easier.

8. SHAREABLE
Include simple share buttons for easy posting and sharing by readers and fans.

9. SOCIAL MEDIA
Alert your networks by creating a compatible social media campaign, posting the release to your own accounts and websites. Add corresponding pictures and video as appropriate.

10. ARCHIVE
Keep a copy of the release in electronic and Word format to easily copy & paste text and to keep track of how many releases you write and get picked up. You can also create a template with company and contact info for future releases.

IMMEDIATE RELEASE: JANUARY 7, 2016

CONTACT: CHRISTINE SCHOLZ-STEIN
860-280-2356

BROUGHT TO YOU BY THE IGNITORS OF HEALTHY MAIN STREETS
www.ctmainstreet.org