HOW TO WRITE A PRESS RELEASE

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

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www.ctmainstreet.org
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10 TIPS FOR WRITING A PRESS RELEASE THAT GETS NOTICED

1. INTRODUCTORY COPY

Connecticut Main Street Communities Receive 2016 National Main Street Accreditation

Connecticut Main Street network has achieved national accreditation, the most significant validation of performance standards set by Main Street America. Each year, Main Street America recognizes its member programs that have successfully implemented the Main Street Four Point Approach®. The Connecticut Main Street network has been awarded the accreditation for its 2015 performance and has earned the highest level of recognition that Main Street America bestows on its local programs. The network includes the following towns: New Hartford, Old Saybrook, Middlefield, and East Hampton. This recognition is a testament to the hard work and dedication of the organizations and individuals who have worked tirelessly to ensure the success of New Main Street programs for their outstanding achievements in maintaining and enhancing the Main Street Center. "Accredited the past two years, this year's submission includes updates on programs and accomplishments in meeting Main Street America's performance standards for the National Main Street Center. "Accredited" is the highest level of recognition that Main Street America bestows on its local programs.

2. BODY COPY

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 easy.

8. SHAREABLE

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

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9. SOCIAL MEDIA

Alert your networks by creating a compatible social media campaign, posting the release to your own accounts and website. 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.

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CONTACT: CHRISTINE SCHNEIDER
(850) 280-2356

IMMEDIATE RELEASE: 2016 National Main Street Accreditation

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