



Press Release Tips

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Many local newspapers are looking for content and will print anything that you send them. So make it sound good!

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Following is sample press release; parentheses designate where to insert your own information.

(Organization) Publishes Cookbook to Benefit (Fund or Project)

- The headline should be 10 words or less and should be typed in Upper and Lowercase letters, except for prepositions and articles. Do NOT use ALL CAPS.

(Your City, State and Date) – The (Organization) of (City) is pleased to announce the arrival of their new community cookbook, (Title). The cookbook features a delicious collection of local and family recipes and all proceeds from the sale will benefit (cause or fund).

This beautiful (spiral-bound/hardback/3-ring) cookbook contains (number) recipes divided into (number) recipe categories—from appetizers to desserts and everything in between. Each recipe is labeled with the contributor's name, so it's easy to find the recipes of friends and neighbors. (Make this paragraph as descriptive of your cookbook as possible, i.e. the cover designer, local celebrities involved, special recipes—something unique about your cookbook.)

The cookbooks are available at (locations) for \$ (price). You may also purchase the book by calling (name and/or phone number).

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FOR MORE INFORMATION, CONTACT:

(Name)

(Address)

(City, State, Zip)

(Telephone Number)

NOTE: Before submitting your press release, be sure to check your spelling, grammar and presentation. Newspapers receive hundreds of releases every week, so make sure that yours follows the prescribed format and catches their attention or it may end up in the trash. For more help in writing a good press release, go to www.prweb.com or www.i-newswire.com. Both of these sites offer helpful information for writing and sending an effective press release.

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