For Immediate Release:
[ DATE ]

Contact:
[ NAME ]
[ PHONE NUMBER ]
[ E-MAIL ADDRESS ]

Headline (Example):
Lawmakers, Educators, Activists Commemorate
Workers’ Memorial Day With XYZ

Subhed (Example):
Event to Honor [ LOCATION’s ] Workers Killed on the Job, Call for Reforms

[ LOCATION/DATELINE ] – Lead sentence – this gives the news of the event or report, answers the who, what, where, when and/or why.

Nut graf – this puts the news in context – could be about Workers’ Memorial Day, about fatalities in your area, or more.

Quote – include a quote about here from one of your major stakeholders. This could be about the day, about your information, or a call to action. Try to have it be memorable.

More information about your event/report/etc. Keep the most important information high up. Keep paragraphs short.

Another quote, if necessary – this can be from the same person, from someone else at your organization, or from another organization to provide another point of view. Keep it memorable.

Provide a link to more information, if applicable.

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[ Organization’s tag line, information about organization, or link to organization’s website ]