

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]