

YOUR LIBRARY  
LOGO GOES HERE

**FOR IMMEDIATE RELEASE**  
**MONTH, DATE, YEAR**  
**WITH PHOTO (if there is a photo)**

**CONTACT:** Name  
Phone  
Email

## PRESS RELEASE

# HEADLINE GOES HERE

*Subheading should give context*

### Lead paragraph

Start out strong: you want a lead paragraph that will answer the basic W's – who, what, where, when, why – and create interest. Don't go overboard, exaggerate or use fancy language – but pull the reader's attention. Details can come later.

### 2<sup>nd</sup> Paragraph

Here you can expound a bit, but don't make it more than two of three sentences and stick to the facts. Things that catch an editor's attention: trends (if they are timely), dollar amounts (and large numbers in general), unusual and offbeat events, and things that arouse deep human emotion.

Quotes - *You want quotes to give your story context, and to make the reporter's job easier. They will often print quotes as-is.*

<<**Quote #1** - from the most newsworthy name – this could be your library director, or a politician, performer, speaker, etc.>> *Don't assume the reader knows anything about your library or the people in your release. Use titles and other relevant facts.*

<<**Quote #2** - from library director, staffer, trustee, or community member, or partner organization (if applicable)>> *Break up longer quotes with identifiers (ex: "XXXXXXXXXXXXXXXXXXXXX," said Mary Smith, director of Anytown Public Library. "XXXXXXXXXXXXXXXXXXXXX.")*

### Closing

End with some context – what spurred the idea, program or initiative, how it came about, and how it ties with the mission of your library.

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**About Anytown Public Library** This is the place to put general boilerplate information about your library and its mission. End with the library's website: For more information, go to: [www.anytownpubliclibrary.org](http://www.anytownpubliclibrary.org)