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

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.

2nd 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: “XXXXXXXXXXXXXXXXXXXX,” said Mary Smith, director of Anytown Public Library. “XXXXXXXXXXXXXXXXXXX.”)

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.

# # #

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