



# Press Release

Immediate release: May 15, 2009

## You'll want an eye-catching headline!

(But one that sums up the story, so write it last. If your subject is not too serious, puns are a good way of grabbing the attention, but handle them with care.)

The first paragraph should be no more than 25 words and it should tell the whole story, ideally in one sentence. You can expand on details later in the press release, but don't omit anything crucial from the first sentence that you refer to later.

The second paragraph can be either a development of the first paragraph; or in apposition to it; or can begin giving detail. (Try to avoid complicated punctuation like semi-colons, brackets etc. And use short sentences. With few sub-clauses.)

Paragraph three is either more of the development of the story, or a quote.

He said: “

Etc

...ends

***Finish with the name of the contact person and how they can best be contacted – on 0999888 878765.***

### **Notes for editors**

1. This should contain information that is not directly relevant to the story, but important to the person who will be using your press release.
2. For example, it could be a time and place for a photographer to come for a picture.
3. Or it could be background information if it's too long or cumbersome for the main text.

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➤ Naughton Media ◀  
Balfour House  
1 Balfour Street  
Consett  
Co Durham  
DH8 5JN

Phone: 0773 8088 614

Email: [info@naughtonmedia.co.uk](mailto:info@naughtonmedia.co.uk)

Website: [www.naughtonmedia.co.uk](http://www.naughtonmedia.co.uk)