# Add a succinct title, explaining the issue and the consequences

**Date**

**FOR IMMEDIATE RELEASE** (Location) -- Start broad with a clear hook and introduction to the issue.

With each paragraph, include more detail and explain why the issue is important. Why now? Why this issue? What are the consequences? Build the piece like a pyramid, starting broad in the first paragraph as the base and getting more specific with each paragraph.

Include quotes, especially from well known or politically influential individuals. “Including quotes will make it easy for someone to write an article about the issue.”

Conclude by talking about the future, what is expected or may come next. The text should not take up more than a page in total.

**Interview opportunities** (Include 1-3 people who will be prepared to talk to media if someone is interested in writing a story)

Name, Title, Organization

Name, Title, Organization

Name, Title, Organization

***About (your organization name)****: Add your ‘about’ section here so they know who is sharing this information.*

Add relevant links, like your website, or links to a report you’ve released.

**Contact**: (A contact from your organization who will handle media inquiries)

Name  
Title  
Organization  
Phone Number  
email