

# Press Release

Sample

FOR IMMEDIATE RELEASE

## Main Headline Focuses on Biggest Newsworthy Item

**Subhead Gives a More Specific Angle of the Story  
i.e. local interest or high profile people attending**

**<CITY>, <PROVINCE> (<DATE>)** – This is the opening paragraph, and it should be really brief but explain all important points. This paragraph should be anywhere from 3 to 5 sentences. It should include the event that's going on, the date, time and important people.

The next paragraph goes into more detail. For example, this section could explain the importance of the event and why it's taking place. If you are going to use quotes, the second or third paragraph is a good place to use them. In general, remember that the most important information should be placed at the beginning of the press release – information as the end is less likely to be read.

Another section could talk about the need for your particular event. This is where you'll go into detail about how you got started and your connection to SickKids. Once again, you should keep paragraphs at about 3 to 5 sentences in length.

The last paragraph is called the "boilerplate." It is usually no more than 2 or 3 sentences to describe your organization.

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(This mark lets the reader know that it is the end of the release)

For further information, please contact:

**<Name>**

<Organization>

<Phone numbers>

<Email address>

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