

Earth+ Press Release Template

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| What is your mission? | |
| Who is your market? | |
| What is your message? | |
| What are your talking points? (Fill out talking points worksheet) | |
| Headline (is it catchy?) | |
| Date and Contact: name and # | |
| The Press Release subhead: | |
| Press Release Lead (make your first sentence strong) | |
| Data in the first two paragraphs (who, what, when, where, and why?) | |
| Quote 1 | |
| Quote 2 | |
| How will the event you are promoting help improve our program, our school, our environment, our health) | |
| What is the background of the organizations involved? | |