

How to format a press release

There should be a date for release to create urgency, and always include contact information. This is for the reporter to use to get more information if he/she writes a story from your release. Contact info for the general public should be included in the body of the release.

FOR IMMEDIATE RELEASE
Contact: Evelyn Ruscki
Phone: 805-543-4122



Always use your letterhead (or a logo if emailed) to reinforce your identity.

Creating Solutions, changing lives

Easter Seals' Lymphedema Therapy Helps at Any Age
"Meet the Therapy Team" highlights Lymphedema Therapy

A press release starts with a "Date-line" or the city in which the organization or event is located.

San Luis Obispo

While Easter Seals is well known for offering programs for young children, they also offer many programs for adults such as Lymphedema Therapy sessions. As part of Breast Cancer Awareness Month, Easter Seals Tri-Counties in San Luis Obispo is hosting a "Meet the Therapy Team" session. Individuals can meet staff therapists and learn more about Easter Seals' medical rehabilitation programs, including Lymphedema therapy. The event will be held October XX, 2004 at 5:30 pm at the Easter Seals Center in San Luis Obispo.

Opening paragraph is the most important! It should include the "who-what-when-where-why." Many times, this is the only part of the release that gets printed.

"Our clients see tremendous relief once they begin lymphedema therapy," remarked XXX, of Easter Seals Tri-Counties. "We think it is important for the community to understand all of our programs and to be able to meet our therapists," xxx continued. Each of Easter Seals' therapist has obtained specialized training in lymphedema therapy and is either a licensed occupational therapist or registered physical therapist.

Second paragraph (and others that follow) should give more detail about the info in the opening paragraph.

Lymphedema, a chronic disorder, results from the accumulation of protein-rich fluid in body tissues when lymphatic fluid is unable to circulate properly. Secondary lymphedema frequently occurs as the result of surgical removal of lymph nodes and radiation treatment. According to the National Lymphedema Network, about 50% -70% of women who have had breast cancer surgery will develop lymphedema. Women who have had surgery plus radiation therapy are at even higher risk.

Meet the Team will be held in San Luis Obispo on October xx, 2004 at 5:30 pm at the San Luis Obispo Center located at 4251 South Higuera. Another "Meet the Team" program will be held in Ventura on October xxx, 2004.

Easter Seals Tri-Counties offers therapeutic and support services for children and adults with disabilities and other special needs. Programs are available to residents of San Luis Obispo, Santa Barbara and Ventura Counties. For more information, contact Easter Seals at (805)543-4122 or www.eastersealstricounties.org

Develop a standard closing paragraph to use on all releases that gives general info about your organization or event.

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Always end with three number signs to alert reporter that this is the end of the release. If you go to two pages, put the words "more" at the bottom of the first, and these symbols at the bottom of the second.