

Sample Press Release

FOR IMMEDIATE RELEASE:

CONTACT: John Doe

Walnut Creek Watershed Coalition

515-250-6695

whwaterquality@gmail.com

Creek Clean-up Volunteers needed.

Colby Park - Windsor Heights, Iowa, August 25, 2012, 10:00 a.m. to 2:00 p.m. – Please join us for the 3rd annual Walnut Creek clean-up.

The clean-up is great for families, scout, school groups and anyone who loves the environment and clean water. All ages are welcome to join in the clean-up.

Volunteers will meet at the Colby Park Pavilion at 10:00 a.m. Gloves, trash bags, and water will be provided.

We'll gather for a photo and then head out to a number of locations along Walnut Creek and North Walnut Creek. Come out for a great day in the creek, and help clean-up this great resource.

After the clean-up, please join us for a trash tally, refreshments, and a BBQ.

Individuals or companies interested in attending should contact whwaterquality@gmail.com.

Sponsored by the City of Windsor Heights and Metro Waste Authority.

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(The sample above is included with the permission of the Walnut Creek Watershed Coalition.)

Hint: Follow up press releases with phone calls to media outlets. Send photos or other intriguing information.

See the next page for a blank press release form you can use.



Press Release Form

FOR IMMEDIATE RELEASE :

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Event:

Date:

Time:

Place:

Media Contact:

Phone:

Email:

Website (if applicable):

Short blurb with event information including, who, what, where, when and how.

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