



## Your Program Name Here

### Contact Information:

Program Director Name

Address

Phone number

E-Mail

FOR IMMEDIATE RELEASE: **(date)**

“Headline Here” (Example: “New Workshop Helps Families Feed Picky Eaters”)

CITY, STATE (*Example: LAWRENCE, MA*) – The opening paragraph should be brief but explain all the important points. This paragraph should be 3 to 5 sentences long. It should include what is being announced, when and where it is happening, and key people involved.

The next paragraph should go into more detail. For example, this section could explain the importance of the event or issue and why it’s taking place. This is a good place to include quotes from key people, such as program staff, community leaders, and other people affected by or taking part in the issue.

In another paragraph, provide less important information and supporting facts. For example, you could provide background information about how the event or issue came about and how it helps the community. In many cases, WIC’s new brochure, flyers and posters can give you the right words to use when describing WIC’s benefits and services. End with a summary of the most important points of the press release.

The very last paragraph contains standard language you can use on every press release. It is usually no more than 2 to 3 sentences. ***Example: WIC is a nutrition program that provides health education, healthy food and other services free of charge to Massachusetts families who qualify. WIC’s goal is to keep pregnant and breastfeeding women and kids under age 5 healthy by providing nutrition consultations and checks to buy free, healthy food. To learn more, call 1-800-WIC-1007.***

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