|  |  |  |
| --- | --- | --- |
| Logo  Description automatically generated |  | publicity  Publicity Activity #5 |

# Text Description automatically generatedPRESS RELEASE

A press release is a short, compelling news brief written by a publicity team and sent to media or through social media that could help to attract attention to your event.   
  
For your releases to be effective, you will want to include a creative headline that will immediately capture the reader’s attention. Be sure to include who, what, where, when, why and how along with any important contact information so people know who to contact for more information about your event. You may also want to direct readers to social media platforms or digital marketing channels.  
  
Review the two sample press releases below to help guide you. In this activity, you will create two press releases for each of the “newsworthy” items you identified in the first activity. One release is something that can easily be printed or e-mailed, the second release is something you can share on all your social media platforms.

Text, letter

Description automatically generated

Logo, company name

Description automatically generated