**Press Release Template**

[Place on your letterhead]

FOR IMMEDIATE RELEASE: Date:

Contact:

Telephone:

E-mail:

Web site:

**Attention-Grabbing Headline**

**Sub-Headline Highlighting Additional Information (Optional)**

**Who, What, Where, and When:** Begin the press release with an interesting news hook, or “lead,” that provides the media a compelling reason to cover this story. Summarize the main news in this first paragraph. This paragraph should set the tone for the rest of the press release and, as a general rule, should not exceed three sentences.

**Why or How:** Describe your wellness program or activity and explain why this news is important to the local area. This paragraph could include statistics on the subject and elaborate on how this news will impact the district and community.

**Quote(s):** Include quotes from your school administrators, Wellness Policy Committee members, health care professionals, or well-known supporters. Quotes should advance the “story” the press release is trying to tell, include a call to action, or spotlight your program’s personal success stories.

**Additional Why or How:** The body of the press release should further underscore why parents and community members need to know about the wellness environment provided by schools. Highlight the role the district plays in supporting academic success through wellness strategies.

**Contact and Logistical Information:** Include your contact information, and list any Web sites or telephone numbers that the media can access for more information. If you are sending the press release to a TV station, suggest good visuals such as celebrity appearances or hands-on activities.

(Adapted from: Media Access Guide: A Resource for Community Health Promotion, U.S. Department of Health and Human Services, Centers for Disease control and Prevention.)