



## PRESS RELEASE

### **Headline Capitalize Each Word Bold; 8-10 Words**

*A subhead is a secondary header that goes into greater detail. Only include this if you can add additional value because it is optional. Should be 20 words or two full lines maximum.*

CITY, STATE MONTH 1, 2020— The first sentence is your lead. The first paragraph is in who, what, when format. Answer the questions: what are you solving for, and what is the purpose of this? Then, spend the next sentence or two explaining why this should matter to your audience. The first paragraph should be 3-5 sentences maximum.

After the first or second paragraph, insert what is called a stakeholder quote. Source this quote from whoever is driving the vision related to the announcement. Tell them what your news is and have them give you a few quote possibilities.

The next paragraph should be your trend tie-in. Relate your news to current trends. Show how your announcement solves a problem. This is where you can draw on market data, recent studies, and current events to demonstrate why your news is relevant at this moment in time.

If possible, include one more quote that is called a testimonial, supportive, or partner quote. This quote should come from someone who is outside of your organization who has a positive experience relating to your news. An example could be an investor talking about why they chose to give you money. It comes after you have covered the bulk of your news release because now that you have explained your news, you want to establish consumer trust from third-party validation.

The last section is a call to action. Restate and summarize the news you are presenting. This should include a statement about what comes next to end the press release. This could include visiting a website, following your social media, or donating to your cause.

About Paper Bridges:

Paper Bridges is a 501(c)(3) nonprofit organization dedicated to helping orphans, foster children, and other vulnerable kids around the world through empowering the community to take action. We send handwritten letters and emotional support to orphanages to share love and hope, as well as create educational material, provide tutoring, and send care packages to vulnerable children.

Contact:

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