HOW TO WRITE A PRESS RELEASE?

CENTRE for
ECOLOGICAL
LEARNING
LUXEMBOURG
the transition hub

1. Concise Headline
(1-2 lines max)

Date: Day, Month, Year

2. The body of your press release

(first paragraph)

The body of your press release starts here and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your target readers. Remember to answer the questions of who, what, where and why in these first sentences to make it easy for journalists to understand your story.

(second paragraph)

You can use quotes in the second paragraphs to add an element of social proof and personalisation to your press release. "Quotes can help you shape your message and convey the importance of your project/event/etc.," says (Name), Project Manager of (Name of Project). Consider including quotes from the project manager, partners or, if relevant, participants or beneficiaries.

(third paragraph)

In the third paragraph it is often tempting to add fluff that doesn't need to be there. It's also often extremely tempting to bleed over to a second page by including extra background, opinions, etc.. Aim to keep the full press release to a single page by keeping in mind that the goal of this text is to provide clear, concise context on the story--you can always include more detail in the accompanying email or on the project website or event page.

Additional advice

- Nobody likes long blocks of content, so you can also use bullet points to break up the text.
- Use clear language people can easily understand. Try to keep your sentences short with one or two pieces of information each.
- During your final edit, be honest with yourself on whether or not your announcement is newsworthy. Try to think about how to present the information in a way that is relevant to the audience.

3. Section "Presse Contact"

- Full name (You or another suitable person in your project)
- Role within the organisation or in the project
- name@project.lu
- Tel. : (+352) xxx xxx xxx
- More info: www.sitewebprojet.lu

About (Name of Project): Here you can provide a short general description of your project or organisation. This is called a boiler plate and is static information that can be reused for each press release as a quick description of who you are.

4. More information

- A press release may trigger a request for an interview from a journalist, see dedicated mini-guide.

- **Mini-guides of CELL (other language versions or other topics): https://www.cell.lu/toolbox**