

Appendix B: Press Release Template

Use the template below to draft your own press release, which should answer, who, what, where, when, why, and how of the event or activity. It also should include a quote from the appropriate person in your organization.

[ON LETTERHEAD]
FOR IMMEDIATE RELEASE
CONTACT: Tom Jones California Department of Health Services Phone: (916) 555-5555 Fax: (916) 555-5500
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[Name of Your Organization] Holds Flu Shot Clinic as Part of National Influenza Vaccination Week Local Pharmacy Hosts Fall Festival
[CITY, State] —Today, [Name of Your Organization] is hosting a [Type of Event] , which is expected to involve more than [Minimum Number of Expected Participants] from [Name(s) of Area(s)] . Some of the activities planned for today include [Local Activities] .
[Include Other Pertinent Information Regarding Your Event Here.]
"National Influenza Vaccination Week provides a valuable opportunity for our community to tell people how important it is for people to get an annual flu shot," said [Name and Title of Spokesperson] . "Getting vaccinated is the single best way for people to protect not only themselves against flu, but their loved ones as well."
For more information about influenza and influenza vaccine visit www.cdc.gov/flu and [Insert Organization Web site, If Applicable] .
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For Immediate Release – These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

Contact information – List the full name, title, telephone, and fax numbers of the person with the most information. It is important to give their cell phone number since reporters often work on deadline and may not be available until after hours.

Headline – Skip two lines after your contact information and use a boldface type.

Subhead – Fleshes out the headline to further entice the editor.

Body – Double check your release for accuracy and keep it to one page if possible.