

How to Write a Press Release

A press release informs media outlets about the most important and compelling details of your event, in order to generate news coverage.

A media outlet might choose to provide coverage before your event, during your event, or both.

Here are some tips to consider:

- **Timing** — Send out a press release approximately two weeks before your event. This gives a reporter time to arrange for coverage.
- **Format** — Convert your press release to a PDF format prior to sending it out. Attach it to your email, but also copy and paste the text of your news release into the body of the email, after a short introduction by you.
- **Be available** — Ensure the person you select as your media contact is available after the release is sent out.
- **Photos and video** — Photos and video help to tell your story. In a newspaper, having a photo run with your story gives it more prominence. A television outlet attending your event will likely request an on-camera interview and B-roll (all the secondary footage that will play as you or the reporter is speaking). Consider inviting a reporter to your event at a time when there is the best opportunity for photos.
- **Think people** — Human interest stories are compelling, draw a reader/viewer into a story, and are often an ideal way to illustrate the impact of a program or the importance and meaning of an event. If the story of your event could be told through a person, consider suggesting this to a reporter, in the introduction to your new release. As an example, here is a story about Swing Hard for Hospice Niagara, told through the woman who founded the golf tournament in honour of her mother.
https://hospiceniagara.ca/userfiles/resources/1567103737_A_Tournament_Build_on_Love_Amys_Story.pdf

Media Contacts

Send your press release to the following media outlets.

CKTB — newsroom@610ctb.com

Niagara Dailies (St. Catharines Standard, Welland Tribune, Niagara Falls Review) — angus.scott@niagaradailies.com

Thorold News — news@thoroldnews.com

Niagara This Week — mcheevers@niagarathisweek.com

YourTV Niagara — jack.custers@cogeco.com

If you need help or have any question, please contact Cheryl Clock, Hospice Niagara Communications Specialist at cclock@hospiceniagara.ca

Thanks so much!

The Stabler Centre	Welland Office
403 Ontario Street, Unit 2, St. Catharines, ON L2N 1L5	555 Prince Charles Drive, 2 nd Floor, Welland, ON L3C 6B5
T: 905-984-8766 F: 905-984-8242	T: 905-984-8766 F: 905-735-1703
info@hospiceniagara.ca hospiceniagara.ca Charitable Registration # 899716294RR0001	

We rely on your donations to provide our programs and services throughout Niagara.
Official income tax receipts are provided for donations of \$20 or more.