

SAMPLE PRESS RELEASE with COMMENTS

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SAMPLE RELEASE	COMMENTS
<p>FOR IMMEDIATE RELEASE – [today’s date]</p> <p>Lewinsville Public Policy Lecture to Feature Civil Rights Icon</p> <p>McLean, Virginia – Representative John Lewis will deliver the annual Salzman Lecture at Lewinsville Presbyterian Church, 1724 Chain Bridge Road, March 5, 2018. The lecture, set for 5 p.m. in the sanctuary, will be followed by a reception in St. Andrews Hall. The Salzman Lecture series is an annual event devoted to discussion of public policy. The public is welcome.</p> <p>The fifteen-term congressman has represented Georgia’s Fifth Congressional District since 1987. Lewis, a former close associate of the Rev. Martin Luther King, Jr., is expected to offer his insight into how America can close the racial divide that persists in America.</p> <p>Seating will be limited. Reservations are encouraged. Please register online at www.lewinsville.org, and be sure to include the number of persons in your party. Prominent former speakers have included syndicated journalist E.J. Dione, former President Jimmy Carter, and noted author Bruce Feiler. More information on the lecture series is available at http://www.lewinsville.org/salzman-lectures.</p> <p>Lewinsville Presbyterian Church, founded in 1846 at the corner of Chain Bridge Road and Great Falls Streets, is a member of the Presbyterian Church (USA). Lewinsville parishioners number about 600. Sunday worship is held at 8:30 and 11:00 am (10:00 am in the summer). The church enjoys a reputation as a hands-on congregation with an active ministry in music, small groups, Christian education, seniors, community outreach, and faith and public policy programs. Rev. Scott Ramsey serves as Lewinsville’s Interim Senior Pastor.</p> <p style="text-align: center;">-XXX-</p> <p>Contact Information: [Name] [BEST phone number to use] [email]</p>	<p>DATELINE</p> <p>HEADLINE: make it brief, but include a tease, if possible</p> <p>TEXT OF RELEASE: <i>There is no need to mention the dateline again in the press release to describe the location of the event. The editor already knows the event will take place in Mclean, VA. Other suggestions: Try to put as much pertinent information as possible in the first sentence. Attempt to answer the standard questions: who, what, when, where, and why in the first sentence—or two. No need to indent.</i></p> <p><i>In the second paragraph, you might include a brief introduction to the speaker or his subject matter to pique the interest of the reader.</i></p> <p><i>Remember that your goal is to include all the information your target audience will require on ONE page. Please resist any compulsion you may feel to make an editorial comment of any kind—on the speaker, the event, the church, anything. Keep your press release focused and restrict it to ONE page.</i></p> <p><i>All contact info should be at the bottom of page on left margin as shown above.</i></p> <p><i>If you have a photo to be attached to the story and you are emailing this</i></p>

To access high resolution photos of the speaker and Lewinsville Church, please go to: <http://www.lewinsville.org/media-kit>

release to various editors, work with the Webmaster at Lewinsville (Bettie McElroy – bettie@mcelroyassoc.com) to create a download link (see left). The Webmaster can post any photo needed on the Lewinsville website for the editor to download. Never place attachments on a press release email.