Press Releases

Follow these accepted guidelines in composing and formatting press releases:

* Include the press release in the body of an email when you send it to reporters, rather than uploading it as an attachment.
* Use a catchy subject line, such as one that’s a variation on the press release headline.
* Use 8½ x 11" white paper when you mail it. Format it as double-spaced with wide margins and print it single-sided.
* Insert your contact name, library address, phone number, and email address on every page.
* Include the release date for the information: “For release the week of \_\_\_\_” or “For Immediate Release.”
* Request a specific run—usually one or two weeks.
* Compose the lead sentence incorporating the five “w’s”: who, what, when, where, and why.
* Avoid technical or library jargon, acronyms, or initials.
* Type “###” at the end of your release and “-more-” at the bottom of the first page on multi-page documents.

For Immediate Release

<Date>

<Insert contact name at library>

<Insert contact number>

<Insert library name> urges families to get ready, get set, go to the library and sign up for *Read Beyond the Beaten Path!*

<Name of library> launches its *Read Beyond the Beaten Path!* Summer Reading Program on <insert date>. During the next two months, the library will host a range of free activities for children, teens, and adults that encourage and support a love of reading. Participants also can win prizes for reaching their reading goals.

“We’ve planned a wonderful program for kids to make the library a great place to read, learn and discover what’s available for their enjoyment,” said <insert library director/staff member name>. “<Expand on that quote a bit more here….>”

Themed events include a <insert example of activities> and <insert example of activities>. <Add details, such as brief description of some of the prizes available>.

The broad motif of “summer camp at the library” can encompass a world of different summer experiences: from outdoor activities such as hiking, campfires, stories, and s’mores to nature programs, arts and crafts, music, and so much more!

There’s also a serious side to summer reading. Research has shown that reading over the summer prevents summer reading loss.

“Studies also indicate students who read recreationally outperformed those who don’t. Students read more when they can choose materials based on their own interests,” <insert library director/staff member name> added. “Our libraries are committed to supporting lifelong learning and educational enrichment for all families.”

Registration continues through <insert deadline>. To learn more about the summer adventure at the library, please call <insert telephone> or check out the library’s website <insert website>.

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