

Anatomy of a Press Release

Letterhead

Contact the National Communications Dept. to have a letterhead made for your Grange for FREE!



NATIONAL GRANGE

Elevating rural interests since 1867

1616 H St. NW, Suite 300, Washington, DC 20006

Contact

Who is the person who is most knowledgeable who can speak on behalf of your Grange's event? Include phone number and email address.

Contact: Philip J. Vonada
Communications Director
pvonada@nationalgrange.org | (814) 404-7985

Release Date

This tells journalists when they are able to publish.

For Immediate Release
February 1, 2025

Dateline

WHERE is this taking place? Town and State are helpful to distinguish it from other similarly-named towns.

Community Grange to hold 12th annual chili cookoff *Open to whole community, fundraiser for local EMS and fire companies*

Townville, PA - Community Grange #100 in Townville will be holding its 12th annual chili cookoff on on February 13 from 2:00 - 5:00 p.m. at the Community Grange Hall at 1 South Street. Participant entry fee is \$10, and winners will be decided based on donations. Please register to compete by contacting Philip Vonada, Chairperson (pvonada@nationalgrange.org), by February 10. The event is open to the public, and baked goods will also be sold. All proceeds raised benefit the EMS and fire companies that serve Townsville. Winners receive a trophy and bragging rights.

Headline

What is the major point of your release? Always **BOLD** in 14-point font, no end punctuation. Only proper nouns should be capitalized. Sub-heading can give more information.

Body

Answer the W's
What is the event?
Who is hosting?
Where and **When** is the event? **How much** does it cost? **Why** should the press care? Double-space this for easy legibility. Use a standard font like Times New Roman or Arial.

Dave Smith, President of Community Grange, says, "This event keeps getting bigger every year. Last year, we raised over \$2000 for our community first responders, and we hope to get even more participation this year."

Quote

If the press decides to run this as an article, a quick, digestible quote will help drive enthusiasm.

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End Indicator

Three centered pound symbols will let every journalist know that this is the end of the body of your release.

Community Grange is Townsville's oldest community organization, serving the area since 1890. Founded in 1867, The National Grange, a nonpartisan, nonprofit fraternal organization, is the country's oldest agricultural and rural community service organization. With 1,400 local chapters, the Grange has evolved into a leading advocacy organization for rural America. For more information, visit www.nationalgrange.org.

Boilerplate

A brief statement that provides essential information about your Grange. It can include the towns served, your outreach focus, year of charter and connection to the National Grange. This should be standard on **EVERY** press release, media alert and fact sheet you give out. This gives reporters the ability to do more research on your Grange.