

PLACE YOUR
LOGO HERE

FOR IMMEDIATE RELEASE: (date) Specify the date that you want the information released.

"Title" (Example: KinderSigns Attains ISO Certification)

CITY, STATE (Example: HOUSTON, TX) The opening paragraph should be brief but it should also contain important details. This paragraph can be anywhere from 3 to 5 sentences and must include the event that's going on, the date, time and important people.

The next paragraph can go into more detail. For example, this section could explain the importance of the event and why it's taking place. This is the best place to describe the program in detail, its participants and any other information relevant to the event. Generally, the most important information should be placed at the beginning of the article since information at the end is less likely to be read.

In this section you can talk about the need for this program(s). Here you can explain how it got started and the type of services you offer. Short sentences work best, so remember to keep paragraphs at about 3 to 5 sentences in length.

The very last paragraph is called the "boilerplate." It is usually no more than 2 to 3 sentences.

Example: KinderSigns, is a Florida based practice devoted solely to teaching parents how to communicate with their babies before they can speak. It's aim is to spread the extraordinary benefits of teaching sign language to pre-verbal infants and toddlers.

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(This mark lets the reader know that it is the end of the article.)

Contact Information:

Program Director Name

Address for the site

E-mail

Website

