EVENT BASED PRESS RELEASE

Below you will find two forms of the event based template, the “MEDIA ALERT” inviting media to attend your event, and the press release to be provided after the event as a package for immediate publishing.

TEMPLATE

MEDIA ALERT

MEDIA CONTACT

ORGANIZATION

PHONE

EMAIL

PRESS RELEASE TITLE SHORT & SWEET

Subhead, maximum one line, sentence to frame the press release title.

CITY, STATE: Organization is host {event name} at {venue} for {target audience} go on to relate to cause, purpose or showcase of the event. Why would people want to attend? *EX. CAAP is hosting their annual fundraiser XXX, attendees will enjoy live music and chances to win while helping support to end poverty across Pennsylvania.*

“Quote from yourself, happy customer, or executive on your team,” stated {name, title}, “compete quote.”

WHEN: DATE TIME

WHERE: VENUE ADDRESS

MEDIA OPPORTUNITIES: Showcase what the media can publish for their audience and basically “what’s in it for them.” *EX. Join us to debut up & coming Community Action leaders, learn more about programming across the state and hear client success stories toward self sufficiency.*

To register {if applicable highlight how people can find registration or RSVP info}. Also speak to any additional offerings by the venue, or what the event may offer for media coverage. For more information on {event}, visit {VANITY URL OF EVENT PAGE}.

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About {Company}: 3-4 sentences describing your company’s mission and it’s recent accomplishments. Always include a link to your main website. *EX. Community Action Association of Pennsylvania (CAAP)The mission of the Community Action Association of Pennsylvania is to strengthen, advocate for, and empower the state network of Community Action Agencies to effectively address issues of poverty. Learn more at* [*thecaap.org*](http://www.thecaap.org/)

FOR IMMEDIATE RELEASE

MEDIA CONTACT

ORGANIZATION

PHONE

EMAIL

PRESS RELEASE TITLE SHORT & SWEET

Subhead, maximum one line, sentence to frame the press release title.

CITY, STATE: Organization is hosted {event name} at {venue} for {target audience} go on to relate to cause, purpose or showcase of the event. *EX. This past weekend CAAP hosted their Annual Conference. Attendees networked with their peer across the state, and learned more new resources to utilize in the fight against poverty in Pennsylvania.*

“Quote from yourself, happy attendee, or executive on your team,” stated {name, title}, “compete quote.”

Speak to the impact of this event for the community and to possibly target more of your ideal sponsor, funder, or elected official’s attention to attend future events or visit your owned media to learn more about you. EX. *CAAP was excited to bring together leaders in Community Action to work together on identifying pain points in programming across the state and brainstorm solutions and needed resources. Check out our conference recap at www.conferencerecap.org.*

To learn more about {company} and other upcoming events like this, visit {list owned media website or find them at “business name” on Facebook or “IG handle” on Instagram}.

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