

News Release Template for Upcoming Event Open to the Public

Date (This is the date the release is sent out, not the date of the event.)

For more information, contact: Name, phone number and email address
(This contact is the person who will take inquiries from the news media. This contact person should be easily accessible to the media and willing and able to return phone calls and emails quickly and gather more information if needed.)

Headline

(The headline should tell what the news release is about, should include the words Girl Scouts (or Girl Scouts Heart of Michigan, whenever possible) and should be written in active tense to attract attention.)

Girl Scouts Heart of Michigan Invites* Families to Skate for a Cause

(* Note that GSHOM is a singular subject and takes a singular predicate.)

(Name of City,MI --) Girl Scouts Heart of Michigan invites all girls aged 5 to 17 and their families to (name of event), at (time to time), on (day), (date) at (location, street address, city). **(This is always the order for a news release: time, day, date, location, address.)** This family event will feature (give more detail here about the people, activities involved). Cost is \$ __ for Girl Scouts and \$ __ for non-Girl Scouts. (give dollar amount). **or** (name of event) is free and open to the public.

- more -

Girl Scout Skating Party page two

“Appropriate quote from appropriate Girl Scout official or Girl Scout volunteer goes here,” said Sue Jones, GSHOM membership specialist for (location).

“Additional direct quotes go here.”

“Appropriate quote from Girl Scout program collaborator goes here,” said Jackie Smith, manager of the Ice Block. “Additional direct quotes go here.”

Following paragraphs mention other program collaborators, sponsors and other details about the event, such as: an adult must accompany Children under 12. To register, call or email, (phone number or email address) by (deadline date).

Always end the news release with the following two paragraphs:

Girl Scouts Heart of Michigan invites all girls everywhere to become Girl Scouts. To join or volunteer, visit www.gshom.org, or call 1-800-49-SCOUT.

The Girl Scout Leadership Experience engages girls in discovering themselves, connecting with others and taking action to make the world a better place. Girl Scouting offer girls the tools they need to be successful leaders now and throughout their lives. In partnership with committed adults, Girl Scouts reach their full potential, develop strong values and improve society. Today’s Girl Scouts are defining new ways to lead at home and around the globe.

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