

News Release Template for Past Event

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 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.)

Harrison Girl Scouts Celebrate Birthday with Food Drive

(Saginaw, MI --) Girl Scout Brownie Troop # 50345, Harrison, collected more than 5,000 cans of dog and cat food for the animals living at the Humane Society of Saginaw County to commemorate the 97th birthday of Girl Scouting on March 12, 2009. The girls presented their donation to the Humane Society on (date).

Pictured (front, left to right): first and last names of each girl and adult. (Back row, left to right): first and last names of each girl and adult. Note the town that the girls are from. In this fictional case, it is Harrison.)

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Girl Scout pet food drive page two

“Appropriate quote from Girl Scout official or Girl Scout volunteer goes here,” said Betsy Beal, leader of Girl Scout Brownie Troop #50345.

“Appropriate quote from Girl Scout program collaborator goes here,” said Linda Crisp, Humane Society outreach director.*

(*Short titles before names are capitalized, titles after names are not.)

Following paragraphs mention other details about the event, such as: The girls in Troop #50345 decided to collect canned pet food to achieve their Pets Try-It and watched the film, “ Marley and Me,” according to Beal.* They had a collection bin in their cafeteria at Harrison Elementary School.

(*There are no courtesy titles, not Mrs. Beal, just Beal.)

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 Scouts 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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