



A Free Resource from Bogues Group

Create a press release that helps your event stand out and gives the media the information they need to cover your story.

A press release isn't just an event announcement—it's your opportunity to tell the media *why your event matters*. Focus on what makes your event timely, unique, and valuable to the community.

FOR IMMEDIATE RELEASE

Date: _____

Headline

A clear, attention-grabbing headline that explains the news.

Example:

Local Nonprofit to Host Annual Leadership Summit Supporting Women Entrepreneurs

Subheadline (Optional)

A sentence that provides additional context or highlights the event's impact.

Example:

The event will bring together business leaders, community partners, and aspiring entrepreneurs for a day of education, networking, and inspiration.

Contact Information

Name: _____

Organization: _____

Phone: _____

Email: _____

Website: _____

Opening Paragraph

Answer the **5 Ws**:

- Who?
- What?
- When?
- Where?
- Why?

Template:

[Organization Name] will host [Event Name] on [Date] at [Location]. The event will bring together [target audience] to [purpose of event]. The event aims to [overall impact or goal].

Why This Event Matters

Explain why this event is newsworthy.

Ask yourself:

- ☐ Why should the community care?
- ☐ What problem does this event address?
- ☐ Is there a unique story behind it?
- ☐ Does it celebrate an important milestone?
- ☐ Will it positively impact the community?

Template:

This year's event is especially significant because:

Event Highlights

Include important details such as:

- Featured speakers
- Entertainment
- Community partners
- Activities
- Awards
- Fundraising goals
- Special announcements

Quote

Include a quote from an organizer or executive.

Your quote:

Event Details

Event Name:

Date:

Time:

Location:

Admission:

Registration Link:

About Your Organization

Write a short paragraph introducing your organization.

Template:

[Organization Name] is a _____

Website:

Before You Send It

✓ Is the headline clear?

- ✓ Did you explain why the event is newsworthy?
- ✓ Are all dates, times, and locations accurate?
- ✓ Did you include contact information?
- ✓ Did you include a quote?
- ✓ Did you add a registration link?
- ✓ Did you proofread for spelling and grammar?
- ✓ Is the press release one to two pages?

The best press releases do more than announce an event—they tell a story. Journalists are more likely to cover events that have a compelling community impact, timely relevance, or unique angle. The earlier you begin planning your PR strategy, the more opportunities you'll have to secure meaningful media coverage before your event.

Need Help Getting Your Event Noticed?

Bogues Group partners with organizations to develop strategic event PR plans, write compelling press releases, coordinate media outreach, and build visibility before, during, and after your event.

Learn more at: www.boguesgroup.com