Media releases follow a fairly standard format. Focus on one newsworthy subject and prepare some key points before attempting to write your release. The key is to ensure your release is newsworthy - if it is seen as an advertisement it will not be used.

Your release should include the following:

1. **Headline** - your headline clearly states what you are announcing. It should be short, to the point, and capture attention.
2. **Subheading** - the subheading will elaborate on your heading with a key point and a bit more information to tell the reader what your release is about.
3. **Dateline** - this your location and the issue date of the news release.
4. **Opening paragraph** - the opening message contains your key information and main content of your release. It explains what is newsworthy about the information you are providing and expands on your headline and subheading.
5. **Quote paragraph** - the quote paragraph provides a solid and focused quote by a key member (CEO, Owner) related to the purpose of your news release. This quote may be used by a reporter if they are tasked with covering your story.
6. **Supporting paragraphs** should provide background on the achievement your are announcing, followed by a series of hash tags (###) to indicate the end of the publishable information in the release.
7. **About paragraph** - this paragraph provides information about your company.
8. **Contact information** - when you issue a news release, you need to provide contact information so that those in the media can follow up with further questions if they choose to prepare a story for publication. Contact information includes name, email address, and telephone number of the person you want to handle inquiries. Make sure this person knows about the release and is provided with key talking points that they can refer to when speaking to the media.

Here is a sample media release whose format you can follow:

**ABC Company Awarded Recognition by Industry Leaders**

Gold Award Presented to ABC Company For Quality Service for Fifth Consecutive Year

**Toronto, Ontario, October 31, 2014** - ABC Company today announced that it has been presented with the Gold Award for Quality Service by XYZ Service, the industry association that measures service levels across Canada. For the fifth consecutive year ABC Company has delivered the highest level of service, consistently surpassing our service levels and providing excellent care to our clients.

"We are extremely proud of this achievement, and of our employees. Without the commitment of our people this would not have been possible, " said Jim Smith, President of ABC Company. "This is the fifth year in a row that we have received this award and it is all due to the excellent performance of our staff " Mr. Smith added.

ABC Company's innovative service style achieves excellence by understanding the wants and needs of its clients. Each client has exclusive access to a manager who works with them throughout the relationship so that ABC Company can be responsive to their needs.

XYZ Service, at its annual conference, lauded ABC Company for its impressive win. "Never in the history of these awards has one company dominated the industry as ABC Company. It is their commitment to service and their commitment to their employees that continues their winning ways, " said Angie Taylor, XYZ Service President.

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**About ABC Company:** Founded in 1987, ABC Company provides widgets to the widget industry. ABC Company employs 50 client managers, production, and operations staff at its office headquarters in Toronto, Ontario.

**For More Information**: Catherine Jones: 416-555-1212 or cjones@abccompany.ca