

Sample Press Release

FOR IMMEDIATE RELEASE

For more information, please contact:

Name

Phone

E-mail Address

Include a city/state and the date of the release.

Your headline should reflect the content and be in capital letters or in bold.

SCHOOL NAME HOSTS EVENT NAME

CITY, TN (DATE) - In an effort to promote college awareness and access, **Name of Your School** will participate in **Event Name**, a statewide initiative sponsored by the Tennessee Higher Education Commission and CollegeforTN.org, on **Date**.

The goal of **Event Name** is to provide all Tennessee seniors the opportunity to complete and file college applications with the support of their school. **Insert one to two sentences to describe your event.** This is the **Insert Number** time it has been held at **Name of Your School**.

Name of Your School is expecting more than **Insert Number** seniors to participate with the help of **Insert Number** volunteers from **Insert names of School Faculty/Administration/ College/ Community Resources** that will help. **Quote about your event.** The event is a unique opportunity to create a college going culture in **Name of Your County/City/or District,**” said **Principal**.

For more information about the **Name of Your School Event Name**, please contact **Your Name and Contact Information**.

Event Name is a statewide event organized by the Tennessee Higher Education Commission and sponsored by CollegeforTN.org, Tennessee’s college and career planning web portal. The goal of **Event Name** is **Event Goal**.

At the end of each press release, it is a good idea to include “boilerplate language” or a standard description of your school and school district.

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- The body of the release should address the who, what, where, when, why, and how of the event. Try to include at least one quote from someone who plays a leadership role (for example, your principal).
- The release should total between 4 and 7 paragraphs.

This mark lets readers know that this is the end of the press release.