SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE
DATE:
CONTACT NAME/TITLE: (The person in your organization who will field press inquiries)
CONTACT PHONE:
CONTACT EMAIL:

A Short Title that Summarizes Award

[City/Town Name:] [Name of Organization] recently received a [$xxxx] [program/capacity building] grant from the [name of fund] of The Cape Cod Foundation to support [name of program or initiative].

In this paragraph, explain the program/initiative funded, who it will serve, and the specific outcomes it will achieve. Consider including a sentence about your mission so readers can see how the program/initiative aligns with your ongoing work in the community.

We recommend that you include a short quote here from your organization’s executive director, board chair or program director. Make sure the quote advances the story, giving readers’ more insight into how the program/initiative meets an unmet need and will positively impact the community.

Close with a clear call to action. Include the name/phone number of a contact person and a link to your website for readers who would like to learn more or, if applicable, get involved. Also, include information for those who would like to donate to your organization.

—END—

[Your Organization’s Name]
This section is called the boilerplate. It is a short, standardized paragraph at the end of a press release that provides journalists with a high-level background of your organization. This can include year established; key goals, programs and services; geographic location, service area, and any other important high-level information about your work.