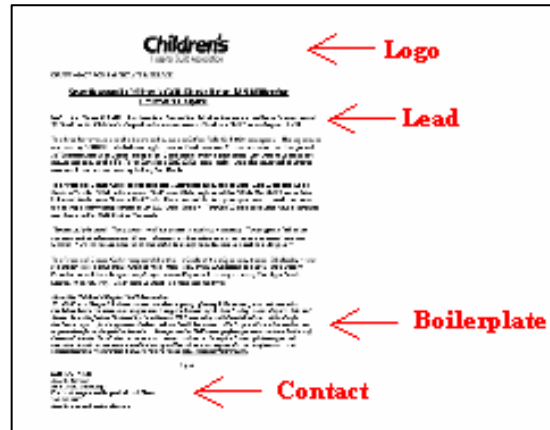


# How to Write a Press Release

## Key Elements

- > Title: Include a complete sentence (subject and verb) that gets attention. Use powerful words — such as “new,” “first,” “last,” “only,” “unique,” and “one-of-a-kind” in title and lead.
- > Start with an attention-grabbing first sentence.
- > First paragraph (or lead) should include the “5 Ws”: Who, What, Where, When, Why, and How.
- > Briefly describe event/project details (more information).
- > Avoid large attachments. If you want to send a photo, add a link to it in e-mailed press releases.
- > If the event has sponsors, include their names at the end of the press release and before the boilerplate.
- > Indicate what the proceeds from your event or project will benefit:
  - *If for uncompensated care, use the following:* Proceeds from the event will benefit uncompensated care at Children’s, continuing a founding legacy to treat all children in our region regardless of a family’s ability to pay. Last year, Children’s raised \$41.7 million for uncompensated care.
  - *If for a specific fund, use the following:* Proceeds from the event will benefit **XXX** at Children’s.
  - *If proceeds are undirected, use the following:* Proceeds from the event will go to Children’s greatest need, allowing the hospital to utilize funds where they are needed most.



## Format

- > Use 8.5" x 11" paper.
- > Type on the front side of paper only.
- > Use Times New Roman font at 11 or 12 point size, and limit your press release to one page.

### IMPORTANT:

**The hospital has strict publicity guidelines. Please contact Children’s Hospital Media Relations staff before sending a press release or inviting media to the hospital by calling (206) 987-5246.**