

MEDIA RELEASE

Information



A media release (or news release) is a one-page announcement about your event to attract attention and generate media coverage.

CancerCare Manitoba Foundation must approve all information released to the media regarding the Foundation. A media release should be one page and emailed to local media once approved by the Foundation. Please refer to the Media Contact List for media contact information. The general rule is to send your release two to three days in advance to daily newspapers and television and radio stations and two to three weeks in advance of the event to rural or weekly newspapers.

→ GUIDE TO WRITING A MEDIA RELEASE

News Release]

For Immediate Release]
Insert Date]
Event Title]

Insert Headline *Make it short and catchy]

Insert the body of the media release here.

Include a brief description of the event, including name, location, date, time as well as registration information and fees (if applicable). Please ensure it is clear the event is in support of but not hosted by CancerCare Manitoba Foundation. Include newsworthy information such as past event results and why you are undertaking the event and compelling quotes and/or testimonials. If your aim is to attract people to the event, make sure you include very clear instructions on how they can get involved and who they should contact.

The {insert event name} will benefit CancerCare Manitoba Foundation.

For more information, please contact:

Name]
Organization or community group (if applicable)]
Phone Number]
Email Address]
Website Address (if applicable)]

News Release

For Immediate Release
10/29/2015
Event Title

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The {insert event name} will benefit CancerCare Manitoba Foundation.

For more information, please contact:

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specialevent.ca