

## Creating Your Own Press Release

A press release should always include the five W's: Who, What, When, Where and Why. The spokesperson or contact's name and phone number should appear in the upper right corner of the release. Date the release and include the city and state to indicate when and where the release was issued.

Press releases should be typed and double-spaced. At the bottom of each page indicate if the release continues onto another page (-more-) or if the release has ended (# # #).

Check the local newspaper websites. Many papers accept e-mails or faxes announcing local community events. They generally prefer at least three weeks notice before the event.

### Sample Press Release – modify as needed

FOR IMMEDIATE RELEASE  
(Date)

FOR INFORMATION CONTACT:  
(Your Spokesperson's name)  
(Program/Event name)  
(Phone)

The \_\_\_\_\_ (Organization Name) Presents "(Event/Program Name)"

(City, State) – February is National Children's Dental Health Month. If you have a baby or toddler, you may have questions about thumb sucking, your child's first dental visit or how and when to clean your child's teeth. If so, the \_\_\_\_\_ (Program/Event Name) invites you to attend a free program that will be held on \_\_\_\_\_(date)\_\_\_\_\_ from \_\_\_\_\_(to) \_\_\_\_\_ at the \_\_\_\_\_(location)\_\_\_\_\_ .

During the program, parents will learn about when children should have their first dental visit, ways to prevent early childhood caries, when to expect changes from primary to permanent teeth, proper brushing and flossing techniques, thumbsucking, dental sealants, choosing the right mouth protector for active children and adolescents, and teaching their children to say no to tobacco. Parents will also learn about the importance of regular dental examinations.

"Children's teeth are meant to last a lifetime, and a healthy smile is important to a child's self-esteem. With proper care, a balanced diet and regular dental visits, their teeth can remain healthy and strong," said (Dr.'s name).

To register for the program, call \_\_\_\_\_ at \_\_\_\_\_.

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