EVENT MEDIA RELEASE

|  |  |
| --- | --- |
| **TODAYS DATE:** | (INSERT TODAYS DATE HERE) |
| **RELEASE DATE:** | (EG. FOR IMMEDIATE RELEASE) |
| **TITLE:** | (INSERT MEDIA RELEASE TITLE HERE)  **This template includes all of the areas that are covered in the Event Management Plan – they may not be applicable to your event.**  **This is just a starting point.**  **You can change, add or remove rows and sections as required.**  **Delete this text box to get started.** |
| **LOCATION:** | (INSERT RELEVANT LOCATION HERE OR REMOVE) |

HEADLINE

**(THIS IS WHERE YOU GET THEIR ATTENTION – MAKE IT COUNT)**

**INTRODUCTION**: This should be the purpose of your event – Explain any key messages, key elements such as headline acts, main attractions and the purpose of the event. Where possible include some good imagery that send a strong image about your Event. Use direct quotes where you can.

**BODY:** This is where you can expand on the Who? What? Where? Why? When? and How? Include some key quotes from organisers, entertainers, or key people in support of the event.

**WRAP UP:** Include in here some nice to know, non-essential information. Things like other performers, entertainers or attractions that will be appearing at your event. Perhaps some further information about the organisers and the background behind the event

**MAKE SURE** you include details if you have arranged a photo opportunity. Photos will add to the appeal of your story.

For more information, please contact:

|  |  |
| --- | --- |
| **EVENT CONTACT:** | (INSERT NAME HERE) |
| **PHONE:** | (INSERT PHONE HERE) |
| **EMAIL:** | (INSERT EMAIL HERE) |
| **ADDRESS:** | (INSERT ADDRESS HERE) |