

# Press Release Template and Instructions

**Purpose** This tool provides a template and instructions for developing press releases to disseminate information via news media about research, conferences, and other initiatives.

**Format** This tool provides step-by-step instruction on how to develop a press release. The instructions for completing each section of the press release are in brackets.

**Audience** This tool is designed primarily for researchers from the Model Systems that are funded by the National Institute on Disability and Rehabilitation Research (NIDRR). The tool can be adapted by other NIDRR-funded grantees and the general public.

**Resources** Information about the research or event you plan to publicize using a press release.

The contents of this tool were developed under a grant from the Department of Education, NIDRR grant number H133A110004. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government.

[LOGO of Your Model System (optional)]

FOR IMMEDIATE RELEASE CONTACT: [Name]

[Date] [Phone Number]

[Email]

# [MAIN TITLE OF PRESS RELEASE]

## [Subtitle]

[CITY], [STATE] — [This is the Introduction paragraph about the event, a study, or other initiative you want to publicize focusing on what is unique. To help generate interest from the news media, you want to make it engaging and newsworthy with such information as the “Five W’s”—(W)ho, (W)hat, (W)hen, (W)here, and (W)hy—when applicable.].

[Details in this paragraph should be an extension of the introduction. It should provide specifics about the topic and mention of your Model System. This paragraph could include the following sample sentence: The event/topic will feature research findings produced through the Model Systems of the National Institute for Disability and Rehabilitation Research (NIDRR), **<insert example a>, <insert example b>**].

[This paragraph could include quotes from someone with authority that comments about the event/topic. Be sure to include their credentials. Quote could be followed by one sentence that summarizes the comment, or highlights a positive characteristic about your topic relating to the comment].

[This paragraph should provide more details, including how people can get involved with your topic/event and generally how your topic can be integrated into a community, if possible. This paragraph could be used to appeal to the social aspects of your topic. If there is a website link that is different from that of your Model System, you should include it here.]

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### About [Name of Your Model System]

[Boilerplate language about your Model System; can include some completed studies that may interest your audience]. For more information, visit [website link].