**HEADLINE**

**Subheadline**

“FOR IMMEDIATE RELEASE” / OR “FOR RELEASE ON X DATE AT X TIME”

*CONTACT NAME*

*CONTACT EMAIL ADDRESS AND PHONE NUMBER*

*Sanctuary’s Name*

*Sanctuary’s Address*

*Sanctuary’s Phone Number*

*Sanctuary’s Website*

**Location, Day of the Week, Date** [**where, when]**

*Press Release Body:*

[Paragraph 1: Sum up **what** the story is about in 1-2 brief sentences]

[Paragraph 2: **Why** is the story important to the reader?]

[Paragraph 3: Details of the story (**who, how** it happened**)]**

[Paragraph 4: Useful quotes with attribution, or statistics, media, to add credibility to the story]

[Paragraph 5: Where to find further information or become a participant if relevant]

[Brief boilerplate informational paragraph about your sanctuary]

**###**

***Notes To The Editor:***

[use this space for quick summary or additional information about what your organization could provide to help flesh out the story, such as interview opportunities, media that can be shared, or other supporting data]

*Resource provided by* [*The Open Sanctuary Project*](http://opensanctuary.org)