



Customizable Press Release Template

A press release is a short, formal announcement sent to newspapers, local media, or campus outlets. It should be clear, factual, and easy to copy into a news brief. Keep it under one page (350–500 words).

Template (Fill-in-the-Blank)

FOR IMMEDIATE RELEASE

Date: [Month Day, Year]

Headline:

[Short, specific, active voice. Example: *Student Group to Host Annual Cultural Festival at Haverford*]

Subhead (Optional):

[A one-sentence clarifier. Example: *Event highlights music, food, and performances celebrating campus diversity.*]

Body:

Paragraph 1 — Announcement:

[Who is doing what, when, and where. State the most important information up front.]

Example: *The Asian Students Association will host its 10th Annual Cultural Festival on Saturday, April 12, at Founders Hall. The event will begin at 6 p.m. and is open to all students and community members.*



Paragraph 2 — Why it matters:

[Explain the purpose or significance. Why should readers care?]

Example: *The festival aims to showcase cultural traditions, strengthen community ties, and create space for dialogue about identity and inclusion.*

Paragraph 3 — Quote:

[Include a strong quote from an organizer, leader, or participant. Make it human and forward-looking.]

Example: *“This festival is about more than performances,” said ASA president Maya Chen. “It’s a chance for students to share stories, celebrate heritage, and build connections across campus.”*

Paragraph 4 — Details & Call to Action:

[Admission info, registration link, press contact, or what’s next.]

Example: *Admission is free. Attendees are encouraged to RSVP at haverfordASA.org/events.*

Boilerplate (About the Organization):

[A 2–3 sentence description of the group hosting. Include founding year, mission, and scope.]

Example: *Founded in 1998, the Asian Students Association at Haverford College fosters community among Asian and Asian American students while promoting cultural understanding across campus.*

Media Contact:

Name: [Press contact]

Phone: [xxx-xxx-xxxx]

Email: [contact@email.com]



Visual Layout (Canva/PNG-ready)

Top: Organization Logo + “FOR IMMEDIATE RELEASE”

Header: Big, bold headline → short subhead in smaller font

Body: 3–4 short paragraphs (max four sentences each)

Sidebar/Bottom Bar:

- “About [Organization]” (boilerplate)
- Media contact info in a highlighted box

Example Completed Version

FOR IMMEDIATE RELEASE

Date: March 15, 2025

Headline:

Black Student Union to Host Annual Cultural Festival

Subhead:

Event to feature live music, food, and art celebrating Black student life.

Body:

The Black Student Union (BSU) will host its annual Cultural Festival on Friday, April 4, at the College Center Ballroom from 7 to 10 p.m. The event is open to all students, faculty, staff, and community members.



The festival highlights music, dance, spoken word, and food, offering an opportunity to showcase Black culture and strengthen community ties.

“This event is one of the best ways we connect with each other and with the larger campus,” said BSU President Jordan Smith. “It’s not just a performance — it’s a celebration of who we are.”

Admission is free, and attendees are encouraged to RSVP at haverfordBSU.org/festival.

About the BSU:

Founded in 1972, the Black Student Union at Haverford College provides support and advocacy for Black students while promoting cultural awareness and justice across the campus community.

Media Contact:

Jordan Smith

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