

Hannah Williams

# Writing a Press Release



# Elements of a Press Release



- Contact Info
- Headline
- Dateline
- Body
- Boilerplate
- Close

# Contact Information



- Must be your own
- Name
- Phone Number
- Email

# Headline



- Short
- Catchy
- Provide insight on the story

# Dateline



- Release date
- City
- State

# Body: First Paragraph



- Inverted Pyramid Style
- Include the most important information
- Who, What, When, Where, Why & How

# Body



- Multiple paragraphs
- Details
- Background
- Other relevant information
- Third paragraph is a quote

# Boilerplate



- Last paragraph
- About your business
- Needs to be separate



# Close



- Signifies the end of the document
- ###

# Example



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## For Immediate Release

### Pope Francis Canonized Mother Teresa

*Mother Teresa is now a Saint*

Vatican City – (Sept. 4, 2016) On Sunday Sept. 4th at the Vatican, Pope Francis named Mother Teresa a Saint due to her lifelong missions and charity work.

St. Teresa, an Albanian-Indian Roman Catholic nun and missionary, received numerous honors including the 1962 Ramon Magsaysay Peace Prize and the 1979 Nobel Peace Prize.

“I think, perhaps, we may have some difficulty in calling her St. Teresa: Her holiness is so near to us, so tender and so fruitful, that we continue to spontaneously call her Mother Teresa” said Pope Francis.

She was born in Skopje (now capital of the Republic of Macedonia), then part of the Ottoman Empire. She lived in Ireland and then India.

“Her mission to the urban and existential peripheries remains for us today an eloquent witness to God’s closeness to the poorest of the poor” said Pope Francis. “Today, I pass on this emblematic figure of womanhood and of consecrated life to the whole world of volunteers: may she be your model of holiness!”

St. Teresa was known and admired for her charitable works. She started a congregation called the Missionaries of Charity.

“Following Jesus is a serious task, and, at the same time, one filled with joy; it takes a certain daring and courage to recognize the divine Master in the poorest of the poor and those who are cast aside, and to give oneself in their service” said Pope Francis.

St. Teresa died on Sept. 5, 1997. The anniversary of her death was made her feast day.

“Mother Teresa loved to say, ‘Perhaps I don’t speak their language, but I can smile’. Let us carry her smile in our hearts and give it to those whom we meet along our journey, especially those who suffer. In this way, we will open up opportunities of joy and hope for our many brothers and sisters who are discouraged and who stand in need of understanding and tenderness,” said Pope Francis.

#### About the Vatican

Vatican City is a walled section of Rome. It is an ecclesiastical state ruled by the Bishop of Rome, currently Pope Francis.

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