**Press Release Layout**

By Celeste Ryan Blyden

For immediate release

Date

Contact

Telephone number

Email

Headline in caps

1st paragraph: Who, what, when where, why, how

2nd paragraph: Why your news is important

3rd paragraph: Quotes from key figures

4th paragraph: Registration, contact informtion, and for more information

5th paragraph: Background information on your organization

*Ideas for community stories: Missionary experience of well-known local community Adventist, pastor leaving or pastor to arrive, community service responses, church/organization anniversaries, ground breaking, mortgage burning, awards given or received from community.*