

# The Sample Academy

[Use headed notepaper pro forma]



## PRESS RELEASE

DATE: [of press release]

EMBARGO: None

AUTHOR: [Usually the teacher who gave the information for the press release]

CONTACT: [Usually the teacher who gave the information for the press release]

TEXT:

### The Event Headline

Give a summary of what happened, why it is important, and why it is interesting.

Ensure that you give what-when-where, who-how-why.

Keep sentences and paragraphs short.

Avoid superlatives like “wonderful”, “amazing”, “outstanding”.

Give the facts in a clear and positive way.

Remember the Gricean Maxims of communicative cooperation:

Be truthful

Be informative

Be relevant

Be clear

PICTURE ATTACHED [do not include pictures in the document; only attach one or two; make sure the pictures are high resolution]

PRESS RELEASE ENDS