

Media Release

A media release (or news release) is a one-page announcement about your event that will hopefully result in media coverage.

Children's Hospital Foundation must approve all information released to the media. Keep your media release to one page and fax or email it to local media once approved by the Foundation. Media contact information can be provided by Children's Hospital Foundation of Manitoba. Please send your release two to three weeks in advance to rural or weekly newspapers and a few days in advance to daily newspapers and television and radio stations.

MEDIA RELEASE TEMPLATE

News Release

For Immediate Release

{Insert Date}

{Event Title}

{Insert Headline}: make it short and catchy

{Insert the body of the press release here.}

Include a brief description of the event, including the name, location, date, time, as well as registration information and fees. Ensure it is clear the event is in support of and not hosted by the Children's Hospital Foundation of Manitoba. Include newsworthy information, like past results and quotes stating the reasons why you are doing it. If you aim to attract people to your event, make sure you include clear instructions on how they can get involved and who to contact.

The {insert event name} will benefit the Children's Hospital Foundation of Manitoba.

For more information, please contact

{Name}

{Organization or community group (if applicable)}

{Phone Number}

{Email Address}

{Website Address}

