

General Tips for Press Releases:

- Use your organization's letterhead.
- Pick a catchy headline.
- Stick to the facts.
- Cover the 5 W's and 1 H (who, what, when, where, why, how).

SAMPLE PRESS RELEASE:

Kickoff Release:

Contact: Jane Doe
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**For Immediate Release
September 2, 2002**

Students at State U. Will Have Their Voices Heard—They Will Vote

Members of the U.Vote Coalition at State U. intend to register 45 percent of the university's students in an effort to increase youth participation in elections. Young voters have been historically left out of elections, despite the fact that 18- to 20-year-olds won the right to vote in 1971.

Students say they don't have time to vote. So the U.Vote Coalition has made it easy: Students can register to vote on move-in day and orientation day. The U.Vote Coalition has tables in all high-traffic areas of the university.

The Coalition has established a polling place on campus (or will provide a shuttle service to the polling place) to make Election Day less hectic for students and faculty.

The U.Vote Coalition is a non-partisan, non-profit organization committed to engaging students in the electoral process. The Coalition works with Your Vote, Your Choice, an initiative of ZPG, a non-partisan, non-profit organization in Washington, D.C.

U. Vote Coalition and the Your Vote, Your Choice initiative of ZPG do not endorse candidates and are not affiliated with any political party.

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