FOR IMMEDIATE RELEASE or EMBARGOED FOR RELEASE ON [DATE] [delete one of the options]

Snappy, encapsulating headline HERE

[or your event title – or make sure your event title sits under your snappy headline or in intro]

INTRO PARAGRAPH: This should be the most interesting, exciting, successful or bizarre thing about your show – the biggest hook to get the journos interested in reading on. Does it use live sheep? Is it the first time a fringe show has been performed in a dentist surgery? This first paragraph might be the only thing a journalist or editor reads, so ask for feedback from friends first, to see if it captures enough of your key message.

WHAT: is the show about? This second paragraph should include information about the show and what people might expect. Why would they want to buy tickets to your event?

WHO: is doing the show? In the third paragraph, you should include information about participants/performers/creative team contributing to your event and some details about their previous work. But keep it short. Add a separate attachment as optional reading for full biography / full cast and production lists – but these are not essential.

QUOTE: “From performer/producer/athlete about why they were compelled to make it the work”.

WHY: The most important reason or purpose for someone or something's existence.

PAST AWARDS AND PRODUCTIONS or QUOTES: from past reviews. Make sure to include who the review was from eg John Bailey, The Age.

LISTINGS:
Venue: Your Venue [Certain Room, 15 Smith Street, South Yarra]
Date: xxx e.g. Wednesday 26 January 2018
Time: xxx e.g. 8pm
Tickets: xxx e.g. Full $22.00, Concession $18.00
Bookings and more information: www.midsumma.org.au

MEDIA CONTACT:
EVENT PR CONTACT NAME: MIDSUMMA FESTIVAL PR: FIONA BROOK
POSITION: ZILLA & BROOK PUBLICITY
PHONE: 03 9690 7000
EMAIL: fiona@zillaandbrook.com.au
TIPS

● It’s really important to get it all onto one page – be brutal with yourself about what is going to be important to editors!
● If there isn’t room for an image in the main body as displayed above – attach it to the email and add it to this second page – despite the above point.
● Delete the headings, guidelines and these tips that we have in this template before you send!
● Copy the text from this release into the body of email AND attach it as a PDF with image.
● Write a very interesting subject line - this might be all that gets read
● Attach 1MB 300DPI image to your email.
● Follow up with a phonecall (but don’t harass/annoy anyone)!
● Think laterally – eg does your event feature cake? Try sending it to the food section of *The Age*!