

HOW TO WRITE A PRESS RELEASE: BASIC FORM

Month X, 20XX

CONTACT

Name

Phone number

Email address

Headline

YOUR CITY – The first paragraph consists of one or two sentences that state very directly the “who, what, where, when and why.” This is the bare essentials of your announcement.

The second paragraph should explain your event in further detail. Share the most interesting or exciting details about your event in no more than three sentences.

More paragraphs can be added to explain your event if necessary, but keep it brief. Again, share only the most attractive details. Try to limit each paragraph to three sentences.

Once you have explained your event, add on several paragraphs explaining the Friendship Force and World Friendship Day (if you are writing about a World Friendship Day event). Feel free to copy the following text:

The Friendship Force of (your club) is part of Friendship Force International, a global network of citizen ambassadors who travel the world in the name of friendship and goodwill. The signature program of FFI is home hospitality, where travelers are hosted in the home of someone in another country in order to experience the culture from the inside. “It is truly a powerful experience that creates strong bonds as well as lifelong friendships,” says FF (your club) President (name).

Friendship Force International was launched on March 1, 1977, in a White House ceremony with the support of President Jimmy Carter. Since that time more than 1,000,000 people have participated in its programs.

World Friendship Day was created by Friendship Force International five years ago as a way for its 360 clubs around the world to commemorate the organization’s birth. This year, World Friendship Day will be celebrated in March in 55 countries on six continents.

*You can end your press release right there, if you like. No “conclusion” is necessary. Use your best judgment and feel free to be creative, but **make sure the primary details are up front and crystal clear!** See samples on the following pages.*

HOW TO WRITE A PRESS RELEASE: SAMPLE #1, PRIVATE EVENT

Just because your event is private doesn't mean the press won't be interested in writing about it. This sample press release is modeled after the "Diversity Dinners" sponsored by the Friendship Force of Milwaukee. [Click here](#) to read an article about the Diversity Dinners in a Milwaukee magazine.

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Name

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The Friendship Force of _____ hosts Diversity Dinners
in honor of World Friendship Day

YOUR CITY – The Friendship Force of _____ will celebrate World Friendship Day 2011 by hosting four Diversity Dinners throughout the month of March. Each one will bring together people of varied cultural, political and religious backgrounds for an honest discussion of the issues facing our world today.

The Diversity Dinners will create a place where participants can listen to the perspectives of others. "The goal is understand one another's viewpoints, not to change anyone's mind," says FF (club) President (name). The dinners will be hosted in club members' homes, and the topics will include international humanitarian, environmental and political concerns.

The Friendship Force of (club) is part of Friendship Force International, a global network of citizen ambassadors who travel the world in the name of friendship and goodwill. The signature program of FFI is home hospitality, where travelers are hosted in the home of someone in another country in order to experience the culture from the inside. "It is truly a powerful experience that creates strong bonds as well as lifelong friendships," says (club president).

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HOW TO WRITE A PRESS RELEASE: SAMPLE #2, PUBLIC EVENT

When writing a press release for a public event, you must include all the details the public will need to know in order to attend your event! This sample press release is modeled after the World Friendship Day celebration put on by the Friendship Force of Sacramento in 2010. [Click here](#) to see the photos and learn more.

Month X, 20XX

CONTACT

Name

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Email address

The Friendship Force of _____ hosts World Friendship Day celebration

YOUR CITY – The Friendship Force of (club) will host a World Friendship Day celebration on Saturday, March 5th at the Community Center. The public is invited to come for an intercultural festival featuring family fun, live music and dance performances.

The celebration will begin at 2:00 p.m. on Saturday with a parade of nations. Performers will include the Russian Character Ballet, the Irish American Ceili Dancers and the Contemporary Dance of India. Cultural displays and geography games will offer fun learning opportunities for all ages.

“It’ll be a great opportunity to learn about the cultures of the world, many of which are represented right here in our city, and we’ll have lots of fun at the same time,” says FF (club) President (name). Last year’s World Friendship Day celebration drew more than 350 attendees, and this year’s is expected to be even bigger.

The Friendship Force of (club) is part of Friendship Force International, a global network of citizen ambassadors who travel the world in the name of friendship and goodwill. The signature program of FFI is home hospitality, where travelers are hosted in the home of someone in another country in order to experience the culture from the inside. “It is truly a powerful experience that creates strong bonds as well as lifelong friendships,” says (club president).

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