**How to Write a Press Release**

Format:

* Use 8 ½” x 11” paper
* Limit to one page
* Use Times New Roman font, size 11 or 12

Include Header:

FOR IMMEDIATE RELEASE

Title: *Make your title powerful and attention grabbing*

NAME OF EVENT BENEFITING LUCILE PACKARD CHILDREN’S HOSPITAL STANFORD

Date

Contact Info: *Person placing release*

Name, Title, at phone number or email

Introduction: *Introduce the event*

[Name of group/individual] is hosting [name of event] on [date, time] at [place] to benefit Lucile Packard Children’s Hospital Stanford.

Body: *Explain the event as concisely as possible*

I.e. Is it an annual event? Why it is being held? Is it in honor or in memory of someone? How many people are expected? Is it open to the public? Are there entry fees or ticket prices? Will there be special guest appearances? Are there chances to win prizes? Do you have quotations from credible sources?

*Explain where the proceeds will go*

Proceeds from [Event Name] will benefit [Name of Program or Fund] at Lucile Packard Children’s Hospital Stanford. [Explain briefly what the program/fund does].

*Insert any sponsors of the event*

**Sample Press Release**

FOR IMMEDIATE RELEASE

**It’s Your “Ducky” Day: Annual “Ducky Derby” benefiting Lucile Packard Children’s Hospital Stanford**

**January 1, 2017**

Contact: Susie Surprise, Vice President of PR at (555) 555-5555, Susie.surprise@email.com

Palo Alto: The Happy Helpers Organization is hosting the Second Annual Ducky Derby to benefit Lucile Packard Children’s Hospital on Saturday, January 1 from 8am-11am at Palo Alto Park.

The public is invited to participate in “Ducky Derby” at Palo Alto Park, where attendees will have the opportunity to sponsor and race plastic duckies while benefiting Lucile Packard Children’s Hospital Stanford. Tickets are sold in advance for $20 per duck or $25 per duck on event day. The winner of the race will receive an autographed football and picture taken with NFL legend Tommy Touchdown.

“This event is a wonderful opportunity to raise awareness while having fun,” says Susie Surprise. “We want to make a difference in the community and focus on our local Children’s Hospital.”

Last year, more than 1,500 duckies were bought and raced and this year, Happy Helpers Organization is expecting at least 2,000 duckies. Proceeds from Ducky Derby will benefit cancer research at Lucile Packard Children’s Hospital Stanford. Sponsors of this event include Sponsor One, Sponsor Two, Sponsor Three and Sponsor Four.