

The headline is the title. It should contain a single idea, use active verbs, and be a strong lead into your story. A sub title can be used to introduce a second idea if necessary.

The lead paragraph gives the most important information. Think who, what, when, where and why.

*\* If they read no further than the first paragraph, they should completely understand your story.*

The body explains the information in greater detail. It should include details that pertain to your Venture or the event that you are promoting. No new important information should be introduced in the body.

Include a quote to provide credibility or a personal touch to your press release, but remember they should be in a separate paragraph for ease of reading.

Close with 1-3 sentences that describe your Venture. This is referred to as a boilerplate and always goes at the end of a press release.

Always include your contact information.

### signals the end of the press release.

FOR IMMEDIATE RELEASE

### **Local Teens Launch Twin Cities Park Restoration Campaign at Powderhorn Park Earns \$940 from national non-profit for good cause**

Minneapolis, MN, August 02, 2007 – Twin Cities Park Restoration Campaign was launched today at Powderhorn Park with a warm community welcome. Emily Cruz, Michael Rodriguez, and Maria Silva, Juniors at South High in Minneapolis, are heading up the bi-monthly park clean up campaign. Leading a team of twenty-five youth volunteers, Cruz, Rodriguez, and Silva are kicking off the launch of their Venture with a weeklong celebration of local Minneapolis parks thanks in part to planning support and a \$940 grant from the national non-profit, Youth Venture.

The team was fueled to create Twin Cities Parks Restoration Campaign project after they noticed that the parks in their community were unused as a result of trash and neighborhood violence. They created the Twin Cities Park Restoration Campaign to bring people back to the parks. Their team of volunteers meets twice a month for five hours to remove graffiti, plant flowers, and install hoops on the basketball rims.

Recently, Youth Venture, a nation non-profit organization, awarded the team \$940. This funding has allowed Twin Cities Parks Restoration Campaign to kick off their campaign with a community concert and fair to build awareness. Food, music, and educational lectures are scheduled to take place from 12:00-5:00 P.M. August 12<sup>th</sup> through 16<sup>th</sup> in Powderhorn Park.

Kathy Langley, Silva's English teacher, states "A young person who is passionate can really make changes in his or her community. Maria, Emily, and Michael have proven this. We are very proud of their leadership and commitment."

Twin Cities Parks Restoration Campaign (TCPRC) seeks to provide positive community space in the Twin Cities metro area through events, park restoration projects, and education.

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