

**Guidelines:** Single space between sentences. Times New Roman. Use Oxford (serial) comma. Third-person voice. Justify body text. Small paragraphs. Avoid clichés and colloquialisms. Cover all important angles, benefits, 5Ws, etc.

**Word count:** 300-400 words for online platforms; up to 800 words for direct distribution.

**CREC**  
**[media contact info]**

**FOR RELEASE: Month XX, 20XX**

Headline (also potential email subject)

*Sub Heading*

**City, XX(state):** Intro

Body Text

*“Quote.”*

More text

*“Quote.”*

Conclusion

Event/release Info

**About *company/subject*:** *about text*

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