[Organisation Name]

PĀNUI PĀPĀHO | MEDIA RELEASE

[31 o Kohitātea | 31 January 2023]

FOR IMMEDIATE RELEASE/**EMBARGOED UNTIL [TIME, DATE]**

HEADLINE

Introduction: Summarise the most important information you want to share, including the who, what, when, where and why you are sharing. Journalists receive hundreds of press releases every day, so you want to make sure they know exactly what you are writing about within the first few sentences.

Body: include background information and quotes. Explain the information provided in the lede, starting with the most newsworthy information, followed by less important, background information last.

Quotes are an important part of a press release. They give your organisation a voice, and give you the opportunity to address an issue directly.

Always identify the name of the person to whom your quotes are attributable. The first time a quote is attributed to a person, also include their role/job title in your organisation.

Ends.

Media Contact

Notes for Editors