**joint Press Release Template**

A press release tells a newsworthy story to the media. Below you will find the template for a press release - feel free to customize it to reflect your partnership and joint intiatives.

* Contact information:
  + Who the media should contact if they have additional questions or interview requests. Include name, phone number and email address. Following the contact information, include when the information should be released, usually it is for immediate release.
* Headline
  + Tells readers what the release is about. It should be concise and engaging to grab the reader’s attention. Limit headline to eight to 10 words, if possible, brief is better, and keep it to one line, if possible.
* Subhead
  + The subhead should further elaborate on what was initially stated in the headline and be interesting so as to further hook the reader. The length is usually about 20 words, two full lines max.
* First Paragraph
  + Summarizes key points of the press release and answers the “Five W’s”of Who, What, When, Where, and Why. Provides readers who don’t have the time to read the full story with a general idea about the news in two or three sentences.
* First Quote
  + Supporting quotes are an opportunity to present a more human element. Include a quote from your WIC director about the community partnership, and why the news is important.
* Trend Tie In
  + Ensures your press release outlines why the topic is important right now. It connects your news to something happening now or something important long term. This is where you can draw on statistics, recent studies, or current events to demonstrate your news' relation to the issues trending at this moment in time. The length is usually 1-2 paragraphs long.
* Second quote
  + Quote from your community partner. Always make sure that you have their permission to use their quote.
* Boilerplate & Closing
  + Essentially an About Us section; it provides a quick overview of the agency and the community partner. Press releases always end with ### centered at the bottom of the page. This way no extra text can be mistakenly published as part of the announcement.

**[WIC AGENCY LOGO HERE] [COMMUNITY PARTNER LOGO HERE]**

**MEDIA CONTACT:** **FOR IMMEDIATE RELEASE**

**[First and Last Name]**

**C: (123) 456-7890**

**E:** [**email@email.com**](mailto:email@email.com)

**[YOUR HEADLINE HERE]**

[YOUR SUBHEAD HERE]

[City, State, Date] — [Your agency’s name] and [community partner name] announced today [WHO, WHAT, WHERE, WHEN]

[WHY and details here]

[Quote from WIC director or WIC representative]

[Additonal information, trends, stats]

[Quote from community parnter]

[Call to action and where to find more information]

***About WIC***

*The WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the Federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide Federal grants to States for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and non-breastfeeding postpartum women, as well as infants and children who have a health or nutrition need.*

*To assess eligibility or to find out more about WIC services, visit: [website here] or call [phone number here]*

***About [Community Partner]***

*[About information here]*

*[Where to find more information]*