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| **MEDIA RELEASE**  **[USE A CATCHY HEADING TO CAPTURE JOURNALISTS EYE].** |

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| **[BUSINESS/ORGANISATION] PRESENTS** **[NAME AND/OR DESCRIPTION OF EVENT]** |  |
|  | |
| [City, State] – [Business/Organisation] will present [Name of event], taking place at [Location] on 26/06/2020, and featuring [new news, performers, guests, showcases, etc]. | |
|  | |
| [Business/Organisation] is proud to bring [Name of event] to [Location of event] for [the first time, the tenth year in a row, etc]. [Name of event] will [further description on what will take place at event]. | |
|  | |
| [Suggested copy to promote the destination]. | |
|  | |
| [More details about event; include ticket prices, if applicable, and where/how to purchase tickets]. | |
|  | |
| [Quote from the most interesting person associated with the event]. | |
|  | |
| [Plus official quote – organiser, Kiama Mayor, performer, guest, previous attendees, critics, etc]. | |
|  | |
| **[Call to action – booking details - phone number, website URL, facebook URL].** | |
|  | |
| **[Contact for media enquiries [add name, mobile number and email].** | |
|  | |
| [Advise If media are invited to the event or if there’s a media call]. | |
|  | |
| [Include - event hashtags]. | |
|  | |

Tip: It’s always great to attach a couple of copyright free images and the event logo. Advise if the images are available to the media.