



# How to Write a Press Release

1. Write the press release on your letterhead
2. On the left side margin place:

## NEWS RELEASE

- Date of release
- Contact: (your name, position, phone numbers and email address)

## FOR IMMEDIATE RELEASE

- Catchy title of release (it's good to have a hook, something that will catch the media's attention). Be creative and have fun with it.
3. Location (your city and province here)
  4. In the first paragraph, briefly describe the main issue of your press release, usually indicating the group involved, the event or subject itself, and date and location (if applicable).
  5. In the second paragraph, go on to describe in greater detail what you or your group is trying to do, why and how. It is good to have quotes from people involved with the issue/event/project.
  6. In all press releases, we request that the following paragraph be included in your press release which describes Buy-A-Net Malaria Prevention Group:

Buy-A-Net Malaria Prevention Group is Canada's first volunteer citizen-driven, charitable organization that seeks to prevent deaths from malaria in Africa, one village at a time. The nation of Uganda was chosen as the first target country of the campaign, whose slogan "\$7 Bucks, Buy-A-Net, Save a life" provides advocacy and awareness about malaria, as well as raises much needed funds for the procurement of long-lasting, insecticide treated bed nets and anti-malaria medicine. In partnership with community-based groups, the nets are distributed free of charge, one village at a time. A donation of \$7.00 will purchase a long lasting insecticide treated net; a gift of \$350.00 will net an entire African village. Donations can be made to Buy-A-Net through its website, ([www.buyanet.ca](http://www.buyanet.ca)) or by cheque directly to the organization's head office in Kingston, Ontario.

**stop the bite, stop malaria**

**Please help. Please give!**

**buyanet.ca**

**Buy-A-Net Malaria Prevention Group**

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Charitable Registration No.

85845 2998 RR001