# Press Release Template

Media Contact: [Marketing Director Name]

Phone: [Marketing Director Phone Number]

Email: [Marketing Director Email Address]

**[Pithy, Succinct, Attention-Grabbing Headline – Should Answer What]**

*[Supplemental Sub-head That Includes Context – Should Answer Why]*

**[City, State] —** [Month, Day, Year], [Introductory paragraph: 3-5 sentences with a strong lead-in sentence giving an overview of the story and listing the facility name as quickly as possible.]

[Quote: Identify who is central to the story of the press release and what additional color, context, or personality can be infused into the release that would draw interest.]

[Additional context: 2-3 paragraphs, providing additional proof points and details – why is this important? Is there any economic or historical perspective that will be particularly interesting to your local media/community?]

**About [Insert Facility Name]**

[Insert facility boilerplate, which serves as a brief overview about your facility. Reference the “About Us” section on your website or materials if you don’t yet have an existing boilerplate. Consider including community history, services provided, care team metrics, and contact information.]

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