



For Immediate Release
Month Day, Year

Headlines are Meant to Summarize the Topic of the Release

Subheads can go into more detail, but make sure they don't take away from the impact of your headline

CITY, State—The who, what, when, and where and why should all be included in one or two, to-the-point sentences. For example: Led by Joe Schmoe (City, State) and Jane Doe (City, State), the Boulder Barnstormers mounted a second half comeback against the Sarasota Fliers to win 15-14 and take home the Our City Classic title held at the Pleasantview Fields in “City”, “State” Saturday.

“A good way to get a point across without sounding like it’s an opinion is to have someone from the event or game that you are writing about give a quote that summarizes the point you are trying to get across,” said the Barnstormers Joe Schmoe. “After you mention the comeback, let Joe Schmoe tell it in his words to back you up. You add to the release by having a reliable source reiterate what you already wrote.”

The rest of the release should complement the beginning paragraphs. Put additional information, peripheral details and any tantalizing facts that make your release seem newsworthy. Be sure to add local ties to the release that will make it more interesting. Even if you have a great team from another state in town for the tournament, your local media will still be more interested in the local players and teams participating.

Put your wrap-up paragraph at the end. If you didn’t already mention the next day’s matchups or times, this is when you should do it. If it is a pre-event release this is a good place to recap what happened last year.

For more information please contact “your name or whoever will be in charge of media”, at email@wherever.com - 555-555-5555 ph.—555-555-5555 fax

For more information online please visit www.tournament_or_organizationsite.com

For more information on the sport of Ultimate, please visit www.usultimate.org