

ExpoCycle 2008

SUGGESTED PRESS/MEDIA RELEASE TEMPLATE

If mailing or faxing:

Use company letterhead (this lends legitimacy and encourages proper spelling)

- company name
- address
- phone
- fax
- email

If emailing:

- Copy the release into the message window
- DO NOT send it as an attachment (because the threat of virus infection the media rarely opens attachments)
- Your subject line should read: *News Release and your company name.*
- Plain text format is better received by media as opposed to HTML

Format and Layout

1st Line: NEWS RELEASE all in capital letters

2nd Line: For Immediate Release - if the release can be published right away.
Hold for Release Until (date) - if release is timed for a different date.

Headline/Title

3rd Line: USE ALL CAPS HERE. Keep your title short and catchy. Use alliterations, colons, or offer tips.

Example headlines

XYZ COMPANY UNVEILS NEW REVOLUTIONARY XX FOR XX...
XYZ COMPANY DEVELOPES EXCITING NEW SOLUTION FOR XX

Sub-Headline

4th Line: (Optional) Many companies include a sub-title in addition to the main headline.

Example sub-headline

See (product name) at ExpoCycle, September 7 – 9th 2008, Place Bonaventure

Date

5th Line: Enter the date that the release will be distributed on.

Example, June 7th 2008

Location

5th Line: After the date, enter the location that the release will be distributed from.

Example, Newmarket, ON, Canada

Introductory Paragraph

Create an interest-catching introduction to your release that answers the questions: who, what, where and when.

Second Paragraph

Include a brief description of the products (you can profile products each in a separate paragraph with the product name underlined or bold), services, pricing, including any facts supporting its significance i.e. scientific research, focus group studies etc. You may want to include a quote here from key staff, customers or subject matter experts.

Subsequent Paragraphs

- Include less important facts and supporting information
- Where products can be purchased
- Partner companies
- Distributors etc.

Must Include:

Our products will be on display (or demonstrated) at ExpoCycle, September 7 – 9 2008, Place Bonaventure, Montreal, Canada

About Your Company

A paragraph (i.e.: boilerplate) that describes your company and its central offerings.

Example, Your company name and 3 key points, i.e. your industry, number of years in business, additional locations, awards won, memberships in trade associations, mission statement and core products.

For Further Information

- Provide a web address
- Tell the media whom they can follow up with
- Provide contact information
 - Email
 - Fax number

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