

## Press Release Kit and Examples

Never underestimate the value of properly writing and distributing a press release in order to bring good press to your Chapter, Section or Trust's upcoming activities or its accomplishments.

Usually, at least one outlet will 'bite' and your work will become of value. I recommend you use the 'how to' guide and examples listed below to help you in this endeavor. Click on the description to get the document.

If you need help, do not hesitate to contact the International Public Relations Chairman at [PR@ninety-nines.org](mailto:PR@ninety-nines.org).

Included:

1. [How to Write a Press Release](#)
2. [The BIG Challenge](#) – Developing media contacts
3. [Press Release Template](#)
4. [Press Release Example #1](#)
5. [Press Release Example #2](#)
6. [Media Alert Template](#)
7. [Media Alert Example](#)

Submitted January 15, 2018 by Susan Larson, past Public Relations Chairman