



ALDEN AND THE AMBIANCE  
PORTLAND, OREGON

WWW.ALDENANDTHEAMBIANCE.COM  
AMBIANCEBOOKING@GMAIL.COM

---

## How to Write Your Press Release

1. Use the “inverted pyramid” format-Most important info to least important.
2. Limit it to one page if possible.
3. Write it in the third person. This will make it easy for the reporter to cut and copy.
4. Use quotes to make it more human. Always cite who the quote came from. You can quote yourself since you’re writing in third person!
5. First paragraph should state the focus of the release. I always include a short version as my heading. This and perhaps the following paragraph needs to have the usual who, what, when where, why, and how. Following paragraphs should be fluffier stuff to support that info.
6. Check your spelling and your links.
7. Make sure your contact info is included. It must have a phone number as well as an email address. (I have had a reporter on deadline contact me by phone the hour after I sent the release!)
8. Add your branding info at the end of the release.
9. Finish off by using ###