**FOR IMMEDIATE RELEASE** | Media Contact Name (Email; Phone Number) | Link

Headline Is One Line Only and NOT ALL CAPS

Subhead provides more detail and is one line (2 max), with 1st word and proper nouns capitalized.

**CITY, State Abbreviation (DATE)[em-dash]**—Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing. Keep to no more than 4 short sentences that tell the reader Who (your chapter), What (the thing you’re announcing), When, Where, and Why or How (or both) this is relevant news.

The second paragraph is the best spot for quotes to build the importance of your story and to shape your core messages. Avoid extreme exaggeration. Your chapter president said, “No other organization has ever done this work before.” However, such words may upset your partners doing this work, and you might revise the quote to be a bit softer in the final release.

In the third paragraph, add more information about what you’re announcing. You can also bolster the information with facts, dates, or statistics. Just remember that the goal of the release is to provide clear, concise context to the story. You can always link to additional information on your website, linktree or social channels. Make sure to use language people understand. Most mainstream media deliver content at a 4th-6th grade reading level. Use a reading level tool and spell-checker to help make it accessible.

Your last lines may be the least important news, yet they still need to be newsworthy and communicate a clear ending. Review these and all your content as you edit to ensure the full piece is truly focused on what is newsworthy about this announcement. Finally, try to keep your press release to one page.

###

**About PFLAG**

PFLAG is an organization of LGBTQ+ people, parents, families, and allies who work together to create an equitable and inclusive world. We are hundreds of thousands of people and hundreds of chapters from coast to coast who are leading with love to support families, educate allies, and advocate for just, equitable, and inclusive legislation and policies. Since our founding in 1973, PFLAG works every day to ensure LGBTQ+ people everywhere are safe, celebrated, empowered and loved. Learn more, find support, donate, and take action at [PFLAG.org](https://pflag.org/).

In [STATE, REGION OR CITY], LGBTQ+ people and those who love them are served by [PFLAG CHAPTER NAME]. Connect with [CHAPTER NAME] at [CHAPTER WEBSITE ADDRESS or FACEBOOK PAGE].