PRESS RELEASE TEMPLATE

Press or media releases have a simple standardised style that allows organisations to quickly gather the information needed about your event to publish on their platforms.

Check out this template below and use it when you are creating your next release for an event.

Press release sample

Media Release – [DATE]

[ORGANISATION] announces that it is hosting a special screening of [DOCUMENTARY] at [VENUE].

Main points:

- Summary of why this event is significant, unusual or meaningful
- Summary of event goals
- Screening hosted by [ORGANISATION] to bring [NAME TARGET AUDIENCE] together
- Date, Venue & other key event details.

"INSERT QUOTE FROM KEY STAKEHOLDER ABOUT THE IMPORTANCE OF THE EVENT."

[ORGANISATION] will host a community screening of (AWARD-WINNING, TIMELY etc) documentary [DOCUMENTARY NAME] by [DIRECTOR & PRODUCER]. The screening will include a panel of speakers including {ADD PANEL DETAILS IF RELEVANT].

[ADD A MORE DETAILED PARAGRAPH ON THE ISSUE, WHY THE ORGANISERS ARE HOSTING A SCREENING IN THIS CONTEXT].

[ADD A BRIEF SUMMARY OF THE DOCUMENTARY AND HOW IT SPEAKS TO THE ISSUE OF INTEREST. YOU CAN REFER TO THE DOCUMENTARY SYNOPSIS HERE].

Event details:

- Venue
- Date, time
- Other pertinent details.

Media enquiries:

- [ADD APPROPRIATE CONTACT AND PHONE NUMBER]
- Interviews with [NAMES OF PEOPLE IN THE FILM, FILMMAKERS, EVENT ORGANISERS OR PANELISTS AS RELEVANT] are available.