



Write a Press Release

New Skills: Formatting a Press Release • Line Spacing • Text Formatting and Alignment



TASK AND PURPOSE:

Prepare a press release to the local news media that will advertise the grand opening of Skateboards, Inc.



OVERVIEW:

A press release is written on standard 8.5 x 11 inch paper. It gives local media information that is useful, accurate, and interesting. It allows local media to print information that lets readers know what's going on in their area. It's also a free way to advertise. Press releases are often sent to newspapers, radio and TV stations.



STRATEGIES AND TIPS TO CONSIDER:

1. The more interesting you make your press release, the better chance you have of getting the local media (TV and newspaper) to cover your event.
2. Read through all instructions before proceeding with the project.



INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Using Microsoft Word, create a new document.
2. Save the document as **Project W-1 Press Release** in your "Word Projects" folder under your "Skateboards, Inc. Simulation" folder.
3. Set the page size to 8.5 inches wide x 11 inches tall with a 1 inch margin on all sides.
4. Choose an easy-to-read font, and keep the font size to a maximum of 10-12 points, unless otherwise noted.
5. At the top left-hand corner of the page, insert the Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.



Project W-1: Write a Press Release continued

6. Under the logo, key the following contact information left-aligned, single-spaced, 9 point bold:

Skateboards, Inc.
Your Name, Office Specialist
360 Jackson Boulevard
Rapid City, SD 57702
Phone: 1-888-555-RAIL (7245)
Fax: 1-888-555-PIPE (7473)
Randy@skateboardsinc.net
www.skateboardsinc.net

7. Double-space and key the following date left-aligned:

May 15, 20__

8. Double-space and key the following heading left-aligned, 12 point bold, all caps:

FOR IMMEDIATE RELEASE

9. Double-space and key the following introduction line left-aligned, 12 point bold, all caps:

SKATEBOARDS, INC. ANNOUNCES THE GRAND OPENING OF ITS NEW INDOOR
SKATEBOARDING AND ROLLERBLADING PARK

10. Double-space and key the following information left-aligned with a .5 inch tab indent at the beginning of each new paragraph:

Note: Double-space the entire body of the press release.

On Saturday, June 1, 20__, at 9 a.m., Randy Boardman proudly presents the Grand Opening of Skateboards, Inc., a new and exciting indoor skate park that has ramps, rails, quarter pipes, a fun box with stairs, and everything a skateboard enthusiast or rollerblader could ask for. "Having an indoor park will allow our patrons to have a safe, entertaining area to congregate and burn off energy any time of the year," said Mr. Boardman.

Skateboards, Inc. consists of more than 30,000 square feet of skateboard and rollerblade ramps and includes a D.J. booth, large screen TVs, a food court, a lounge area, an arcade, lockers, and a pro shop.

The day will be filled with fun, food, and entertainment. Andy Caron and Amy MacDonald (pro skateboarders) will be available to sign autographs. Each will give a short demonstration at various times throughout the day of how to use the different ramps, rails, and pipes within the facility. Our staff will also be available to conduct tours and answer questions regarding membership or any other questions you may have.

SKATEBOARDS, INC.

Project W-1: Write a Press Release continued

Come in and join the fun, and register to win one of the many prizes being given away, including a free one-year membership. For more information, call Skateboards, Inc. at 1-888-555-RAIL (7245).

11. If your press release exceeds one page, the second page should indicate "Page 2" in the upper right-hand corner of the page (right-aligned).
12. Double-space and insert the following three symbols (centered) to indicate the end of the press release:

###
13. Carefully proofread your work for accuracy and format.
14. Resave the file.
15. Print a copy of the document if required by your instructor.