

# Media release guide

## Media release

Use your  
own  
letterhead

For immediate release: [date]  
(If you want the media to use the story as soon as they receive it)  
or  
Embargoed for: [time/date]  
(If you don't want the information published until this date has arrived).

Use an easy to  
read typeface like  
Arial or Times  
New Roman.

### Headline

(Start with a snappy headline (no more than a line) and make it active.

Paragraph 1: Summarise the story—who, what, where, when and why in this opening paragraph.

Paragraph 2: Put in more details you have outlined in the first paragraph and if applicable introduce your spokesperson.

Paragraph 3: "Include quotes from your spokesperson."

Paragraph 4: Add in your key relevant information and expand using quotes and facts. Keep it conversational so it is easy to read.

Paragraph 5: Keep it to one page if you can.

Use one and a  
half or double  
spacing so it's  
easy to read.

Keep following the upside down pyramid style ensuring you convey the key messages and important hard facts in the first two paragraphs. This way, if the release gets chopped from the bottom up it will still make sense.

Ends

Media contact

Name:

Office phone number:

Mobile phone number:

Email:

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own  
letterhead

# Media release (example)

For immediate release: (date)

or

Embargoed for: (time/date)

Free Stay On Your Feet<sup>®</sup> day for seniors

Brisbane (or suburb) seniors are invited to a free Stay On Your Feet<sup>®</sup> day to be held on Saturday 12 May (year) at (name) Community Centre from 10 am to 3 pm.

The day hosted by the Stay On Your Feet<sup>®</sup> program team, offers free tai chi, cooking and craft classes and hands on advice from wellbeing and medical advisors.

According to Queensland Health's (spokesperson) anyone over the age of 60 should attend to see what healthy active ageing options are available in their local community.

"We will address the key steps to staying active, improving strength and balance and share safety tips for identifying hazards in the home and the community," said spokesperson.

"For example, a bad fall when you are over 65, can not only cause serious injury but can also result in emotional harm through fear of future injury and a possible restriction in your independence.

"Let's be honest, we don't like talking about falls and no one thinks it will happen to them," he/she said.

"But sadly it is happening to a growing number of people over the age of 65.

"The Stay On Your Feet<sup>®</sup> day is a great way for locals to see firsthand the variety of healthy active ageing options and activities available to improve health and safety."

More information is available at [www.health.qld.gov.au/stayonyourfeet](http://www.health.qld.gov.au/stayonyourfeet)

Ends

Media contact

Name:

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Mobile phone number:

Email: