

# FOR IMMEDIATE RELEASE

Contact:  
Name of contact  
Company/School  
Contact phone number

## Attention-Getting Headline

**City, State Month 1, 2009** -- The lead sentence contains the most important information in 25 words or less. Grab your reader's attention here. Start with interesting description or an anecdote, entice readers to continue in the story.

The first couple of paragraphs should cover the **who, what, when, where, why, and how questions**. A reporter should read these few paragraphs and be able to run with the story. Don't assume that your reader has read your headline or even knows anything about your competition — the lead should stand on its own as a mini-story.

A typical news story, which is your goal for the press release, keeps sentences and paragraphs short, about three or four lines per paragraph. Each sentence should be concise, and should avoid using flowery or unnecessary words.

The rest of the news release expands on the information provided in the lead paragraph. It includes quotes from people involved in the event, team members, teachers, parents, coaches, spectators, etc. It contains more details about the news you have to tell, which can be about something unique or about what the team plans to do next. Or, give more information about the problem — as long as it will be interesting to a lot of people who don't know anything about Odyssey of the Mind.

“It is always good to end with a quote, or another interesting fact known as a ‘kicker’ to leave the reader with a good impression.”

Include a short paragraph informing the journalist and readers about Odyssey of the Mind. It should be a brief, but helpful description. Include [www.odysseyofthemind.com](http://www.odysseyofthemind.com) in order for them to be able to find out more. Be sure the press release is only two pages — one page is even better.

(See a sample press release at [www.odysseyofthemind.com/wf2008/teams.php](http://www.odysseyofthemind.com/wf2008/teams.php))

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