

# #RISINGYOUTH

*community service grants*



# #JEUNESACTION

*subvention de service communautaire*

## Press Release Guide



Funded by the Government of  
Canada under the Canada  
Service Corps program

Financé par le Gouvernement  
du Canada par le programme  
Service jeunesse Canada



# What is a Press Release?

Most journalists get over 200 email pitches a day. So to stand out, you need to give them a truly newsworthy story about your project.





Both the content and the format are extremely important and **need to follow the same press release structure.**

You don't have to tell the entire story and mention every detail you can think of in your press release. The goal is to **get the journalist's attention with your story** and to have them contact you for an interview where they can get more details and you can get more coverage.

Also, press releases are not just for the press any more. They can be posted on a website for all to read.



JAYU and TakinITGlobal presents the Human Rights Day panel :  
Arts for change

{ HEADLINE }

**For immediate release**

December 8th 2020 - On International Human Rights Day, TakingITGlobal is partnering with JAYU to host a panel discussion about Arts as a tool for social change. On December 10th, this panel will feature some of Canada's leading curators, artists, performers, and youth mentors including Ashley McKenzie-Barnes, Taha Muharuma, Adrijan Assoufi, and Aquil Imran Virani.

{ LEAD }

[The Human Rights Day panel](#) will also feature the World Premiere of Adrijan Assoufi's *Cultures of Resilience - Quebec*, a short-film that sheds light on Islamophobia in Quebec City. The film captures the stories of three young Muslim Quebecers who have each successfully completed a #RisingYouth community service grant project to promote community solidarity.\*

{ BODY }

*Cultures of Resilience - Quebec* is born from TakingITGlobal's #RisingYouth initiative. The youth open the discussion for a better blending of cultures by creating vectors of integration through sports, art and exchanges. One of the program's grantee explains in the movie: "*For me, a culture is shared and enriched by others. Because in all cultures there is something good. A culture that closes in on itself is already the end of that culture*".

The Rising Youth Community Service Grants program allows youth aged 15 to 30 to brainstorm ideas to support their local community and helps them put those ideas into action with grants of \$250, \$750 or \$1,500. This program is administered by TakingITGlobal and funded by the Government of Canada through its Canada Service Corps initiative.

{ BOILERPLATE }

JAYU is a registered Canadian charity and a leader in the space where the arts and human rights intersect.

###

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{ CONTACT INFO }

## Example of a Press Release

The press release should be **between 300 and 500 words** and should be written in the third person just like a news story; so avoid using 'I', 'you', 'we', or 'ours' (except in quotes).

I should include:

## A strong headline:

*Title which grabs people's attention and clearly explains what the release is about. The goal of your headline should be to get in and impress the journalist right away. The three core tenets of writing a press release headline are simple:*

1. Use action verbs and/or power words (see a list below)
2. be direct,
3. be comprehensive

**Date and Location:** Where you are and where the news is taking place

## A lead

It is the first paragraph in your press release. It usually consists of **40 words** on average and summarizes the most important parts of your press release. This first paragraph has to answer the “5 Ws” as concisely as possible.

- 1. Who:** Who’s involved in the news story? Which person project or organization is involved?
- 2. What:** What’s happening? What’s it about?
- 3. When:** When did this story or event happen? When is it going to happen?
- 4. Where:** Where did this story or event take place?
- 5. Why:** Why is this information relevant to a reader?



## Two paragraphs for the body:

The body should contain easily understandable information provided in decreasing levels of importance. Don't forget to add in quotes throughout the body to back up your arguments.

## A boilerplate:

Also known as an **“about us”** statement - few words describing you or your organization to the audience. Keep your boilerplate to 100 words or less. Don't forget to acknowledge the support of Rising Youth

## Your contact information



## Tips

When sending your press release via email, be sure to also upload an original and good quality copy of your logo.

For better results, you can **also add some resources, like multimedia, hyperlinks, and social share buttons.**

Also while there's no preferred font for your press release, sticking to a common font like Arial or Times New Roman is always a good idea.

If you don't use this journalist-expected format, you will get less chance to get media coverage.

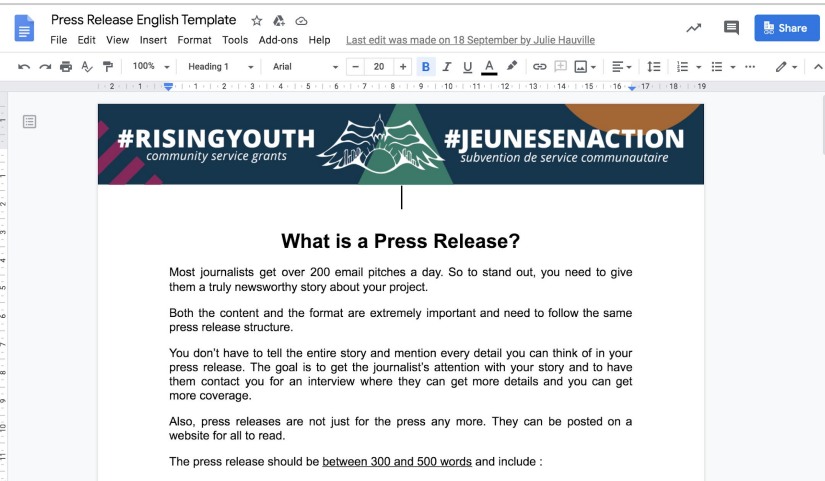




# List of Power Words

Power words pique readers' curiosity and trigger a strong emotional response making.

gigantic	successful	free	popular	reduced	announcing	affordable	weird
love	opportunities	sale	exclusive	better	huge gift	ultimate	surprise
lavishly	last minute	new	valuable	shrewd	introducing	willpower	delighted
reliable	monumental	professional	how to	enormous	lowest	attractive	confidential
terrific	startling	guaranteed	endorsed	spotlight	interesting	easily	sizable
breakthrough	quick	special	unlimited	useful	challenge	pioneering	wonderful
emerging	easy	tested	discount	survival	lifetime	destiny	delivered
profitable	direct	improved	fundamentals	largest	highest	unsurpassed	secrets
sampler	simple	immediately	under priced	colossal	expert	genuine	
noted	strange	limited	suddenly	now	advice	informative	
luxury	value	simplistic	perspective	unlock	the truth about	mainstream	
unconditional	insider	powerful	launching	fortune	compare	complete	
timely	strong	big	skill	authentic	colorful	last chance	
imagination	unusual	outstanding	odd	daring	obsession	exploit	
greatest	unique	energy	bottom line	approved	soar	quality	
high tech	Bargain	instructive	simplified	competitive	beautiful	security	
latest	surging	liberal	tremendous	full	crammed	refundable	
important	revisited	rare	helpful	mammoth	growth	quickly	
urgent	practical	edge	special oer	innovative	promising	revolutionary	
amazing	focus	superior	technology	revealing	astonishing	miracle	
exciting	wanted	unparalleled	selected	sensational	scarce	magic	
portfolio	alert famous	fascinating	sturdy	excellent	just arrived	proven	
remarkable	absolutely	compromise	wealth	hurry	sure fire	reward	



# Create your own Press Release

Fill up the template:

[https://docs.google.com/document/d/1GbpfPy0dYuJlxs6E2Is6\\_gm-kJGYE2L8LWzK7rbyQM/edit#](https://docs.google.com/document/d/1GbpfPy0dYuJlxs6E2Is6_gm-kJGYE2L8LWzK7rbyQM/edit#)

# Send your Press Release



Before reaching out to Media Outlets make sure to send your press release to our team, for review and advices.

Once this is done, our team will send you a selection of journalists contacts.



**For a better reach,** please follow these tips:



- Make sure to send your press release to reporters in **personalized emails** (including their name, their publication and a little pitch about why your project is interesting for them).
- Paste your press release after your pitch, **in the body of your email** (not as an attached file)

Don't forget to **include your logo**, if you have one, and the **Rising Youth banner** sent to you by our team.



- Remember that **timing is essential**
  1. As a general rule, send your press release in the morning and try to avoid Mondays and Fridays.
  2. Reach out 2 to 3 days before your event or the day your project is happening. *(If you send too early, they won't pay attention; if you send too late, they won't be available)*



## **We'd love to share your success !**

So please, let us know about any media coverage you receive and send the links our way.

And of course, don't hesitate to let us know if you have any questions or feedbacks.

# THANK YOU!

Rising Youth Media Relation Support

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