

How to Prepare a Press Release

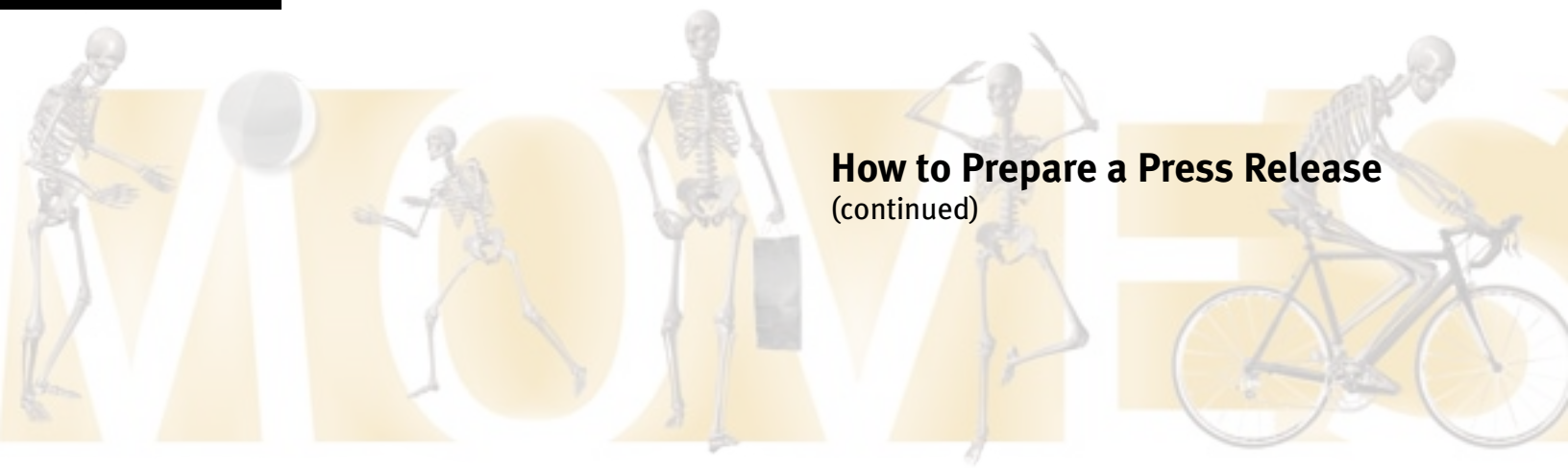
Before and during the USBJD National Awareness Week (NAW), it's important to continually send press (or news) releases to the media to keep them posted about the commemorative activities you're coordinating.

Well-written releases provide editors, producers and broadcasters with the "who," "what," "when," "where" "why" and "how" of your events. They focus on what's newsworthy about your sponsored activities and why the general public would be interested in knowing about them.

When preparing your press releases, consider the following tips:

- Focus on the specific activities and events you will be promoting during NAW. Be sure to mention if any politicians, community leaders, local celebrities or other newsmakers will be involved. Add quotes from your spokespeople and key supporters in your releases.
- To maximize media coverage, issue a release for every activity you are planning. Use different "media hooks" in your releases and send them to reporters covering a variety of news beats.
- Develop catchy headlines to attract reporters and producers.
- Print releases on your corporate or organization letterhead, using only one side of the paper. Put your name, phone and cell phone numbers and e-mail address at the top of each release so reporters can easily contact you.
- Include the date of your release right after your city and state.
- Keep your release to a maximum of two pages. If your release continues onto a second page, type "-more-" at the bottom of the page and center it.
- Indicate the end of your release by typing "# # #" a few spaces below the last line, and center the number symbols.
- E-mail, fax or mail your release(s). When e-mailing, do not send attachments. Copy and paste the release's text into your e-mail message.





How to Prepare a Press Release (continued)

Sample Press Release

Contact:

Alex Johnson

Caldwell Hospital

888.888.8888

888.777.7777 (cell)

ajohnson@caldwellhospital.org



For Immediate Release:

CALDWELL HOSPITAL HOSTS FAMILY FUN 5K RUN/WALK SATURDAY MORNING, OCTOBER 15, TO RAISE FUNDS FOR NEW MUSCULOSKELETAL EDUCATION PROGRAM

7:30 A.M. Race in Millennium Park to Commemorate United States Bone and Joint Decade National Awareness Week

FIBULA, IL, October 5 — To raise money and awareness for its new Musculoskeletal Education Program, Caldwell Hospital will host a Family Fun 5K Run/Walk on Saturday morning, October 15, in Millennium Park. The event coincides with the United States Bone and Joint Decade National Awareness Week, which takes place from October 12-20.

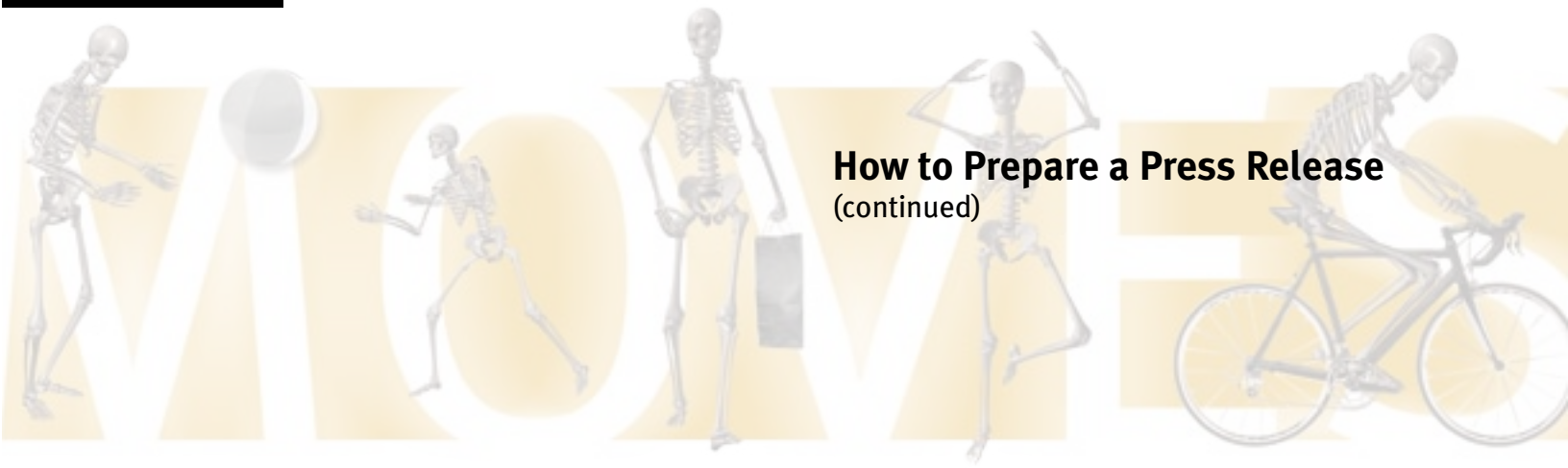
The race will kick off at the Elgin Fountain in the park and end at Tavern on the Square. Registration booths will be set up at 6:00 a.m. Bob Z, the morning disk jockey on WZOO-FM, will emcee the race, along with his co-host, Cherie Wolfson. Five hundred men, women and children are expected to participate.

“We’re very excited to be sponsoring this race,” says Camille Rogers, M.D., an orthopaedic surgeon who heads Caldwell Hospital’s musculoskeletal department. “It takes place around the time we’re launching our new Musculoskeletal Education Program. This outreach program was created to better inform members of our community on what options they have on preventing and treating bone and joint disorders, such as arthritis, back pain and osteoporosis. At the race, we’ll be distributing brochures with information about our upcoming lecture series, in-school presentations and community workshops.”

The cost to participate in the race is \$10.00 per adult, \$8.00 per senior citizen (62 or older), \$6.00 for teenagers (age 14-18) and \$5.00 for children age 13 and under. Tickets are available by calling 1.888.888.8787, visiting www.caldwellhospital.org or buying them onsite in Millennium Park the day of the race. Trophies will be awarded in different age categories. Natural Foods Market will provide refreshments to participants and attendees.

- more -

- 2 -



How to Prepare a Press Release (continued)

The Caldwell Hospital Family Fun 5K Run/Walk is among hundreds of activities taking place nationwide during United States Bone and Joint Decade (USBJD) National Awareness Week. The USBJD commission was formed in 2002 to raise awareness of the growing burden of musculoskeletal disorders, including arthritis, low back pain, and osteoporosis, which affect one in seven Americans and costs society around \$300 billion a year.



“As a ‘Friend of the Decade,’” says Rogers, Caldwell Hospital’s goal is several fold: to promote prevention of musculoskeletal disorders and empower patients through educational programs; advance research in prevention, diagnosis and treatment of musculoskeletal disorders; and improve diagnosis and treatment of musculoskeletal disorders.” For more information about the United States Bone and Joint Decade, visit www.usbjd.org.

#