



Writing a Press Release

Helpful Tips

Writing a Press Release about a Yellow Flag Event or Project
Fill in the details below and use them to help you write a short press release.
Remember it can be about an event that happened or will be happening.



Headline. _____

Who is it about? _____

What happened (or will happen)? _____

When did (or will) it happen? _____

Why did (or will) it happen? _____

How did (or will) it happen? _____

A detail that shows people how brilliant it was (or will be) _____

Quote from a student. _____

Quote from parents or teachers. _____



Include a photograph with a caption to show what the event or project was like