



Embracing  
Intersectionality  
for Health Equity  
& Justice

## TEMPLATE FOR PRESS RELEASE

### STEPS

1. Use the template below to draft your press release
2. Send your press release as text in an email to the journalist
3. Try to keep the press release short (preferably no more than 1 page in Word)
4. It is best to send it to an individual journalist (warm contact). In that case, introduce it with a personal note. If you use bulk mail, make sure to put the addressees in BCC.
5. Use your (appealing) key message as the subject

### THE TEMPLATE

You can copy and adjust the template below:



### PRESS RELEASE

[date]

#### **Header with the key message to pique journalists' curiosity (same as e-mail subject)**

Introduction – make sure to include a clear key message. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce suscipit sed quam sed vulputate. Etiam congue dolor sed malesuada auctor. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc elit tellus, maximus a accumsan quis, gravida nec nisl.

#### Sub header

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#### Sub header

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#### Sub header



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Possibly a quote of a relevant team member (director, programme manager or someone else):  
*"Nulla facilisi. Donec vitae libero ac mauris dignissim rhoncus sit amet id lacus. Donec dignissim, odio id tempus consequat, ligula mi mattis lorem, ut ullamcorper nisl libero non massa."*

Sub header

Ending: make sure to end with a clear message / call to action / conclusion. Nam feugiat euismod turpis, in convallis ipsum vehicula nec. Vestibulum dignissim quam sit amet arcu semper pharetra. In eget commodo erat, eget egestas neque. Aenean efficitur pharetra velit. Vestibulum sit amet nulla et ipsum ornare ullamcorper.

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### More information – not for publication

Contact

Add the name of the colleague, role/function, name of your organization

- Tel: xxx
- E-mail: xxx

A couple of sentences (max 60 words) about the organization + the url to the website

[Add your logo]

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Make sure that the contact person is available to respond to any questions or to be interviewed, if journalists are interested in the topic. It can be helpful to prepare a document with questions and answers for the contact person.