**For Immediate Release**

Date

**Re:** Title

**Contact:** Name, Title, Email, Phone

First Paragraph: A very general yet enticing overview of a topic or event to draw the reader in. Not too much detail, as the purpose of a press release is to simply inform a media source of a topic, then give them a reason to schedule an interview for additional details. This brief overview should include general who, what, when, where, why information.

Second Paragraph: A bit of background/supporting information about the NCTA, the Trail, the Chapter, the event history, etc. Include a direct quote from a Chapter leader or member, or a community leader.

Third Paragraph: Why this topic is important, relevant or interesting to the community. (e.g. “The North Country Trail is the longest National Scenic Trail in the country and it traverses your backyard.”) Include another direct quote from a Chapter leader or member, or a community leader.

Fourth Paragraph: Add any sort of references like websites (particularly northcountrytrail.org) to the end, as well as a statement like: “Direct additional questions to [name] at [email] or [phone].”