

Your contact information could be the most valuable part of your press release if editors have questions or would like to follow up with a more in-depth interview, which may lead to a feature article.

**FOR IMMEDIATE RELEASE**

For more information, contact:

Joe Smith at 206/555-5555



## Smith's Coffee Shop Celebrates Grand Opening With WEEKLONG EVENT TO BENEFIT LOCAL FAMILIES

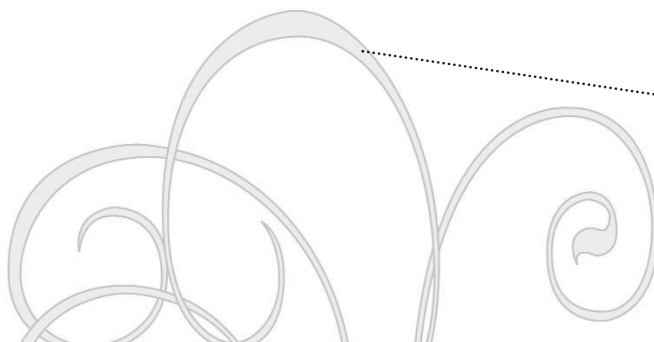
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Seattle, WA—Smith's Coffee Shop, located at 125 Main Street in Seattle, is celebrating its grand opening with a weeklong food drive to benefit Northwest Harvest. The grand opening celebration will take place September 9 through 15, and customers will receive a free 12-ounce beverage of their choice for every bag of non-perishable food they take to Smith's Coffee Shop. The celebration will also feature live music and specials on beverages, pastries and Smith's Coffee Shop logo mugs.

Northwest Harvest is a Seattle-based non-profit organization dedicated to preventing hunger in Washington State. Founded in 1967 as a community outreach program, Northwest Harvest now provides food to hungry people through approximately 300 hunger programs in the state.

Smith's Coffee Shop is a full-service coffeehouse that serves high-quality coffees, teas, pastries, and desserts, and it is proud to sponsor its first annual event to benefit a local charity. For more information on attending or donating to this year's event, please contact Joe Smith at 206/555-5555.

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The title doesn't necessarily need to be quirky or catchy; it should simply state exactly what the press release is about in as few words as possible.

This is the "meat" of your release. It tells the editor everything he or she needs to know—no more, no less.

This is filler information—important, but not integral to the basic announcement.

This is a brief paragraph describing your company and repeating your contact information.

This marks the end of your press release. If you go to two pages, print (*more*) or (*page 1 of 2*) at the bottom right-hand corner of the page.