**Media Contact:**

Name

Organization

Email address

Phone number

**FOR IMMEDIATE RELEASE**

# Headline goes here. Do not initial caps.

Subhead goes here with additional description

**Month XX, YYYY (CITY/TOWN, Va.)** - For a traditional press release, use inverted pyramid style with the most important information included in this first paragraph. Since this press release is about how a grant, event or initiative impacted your community, the paragraph should include what impact was made (increase in tax revenue, increase in foot traffic, decrease in vacant storefronts, etc.) and the catalyst for that impact (grant, event, initiative, etc.).

The second paragraph should expand upon the crucial information you included in the first paragraph. You may also use this paragraph to share the next-most-important information if you were unable to fit it in the first paragraph. For example, if you’re trying to show impact, you can expand more on what the data shows, why the impact is important for your town, and its historical context.

“The third or fourth paragraph is a good place to include a quote,” said Jane Doe, Administrator for Town. “A best practice for quotes is to reiterate the point of the story, adding another layer of insight or perspective. For community impact, this quote is a good opportunity for the speaker to express excitement about the impact and appreciation for all who made it possible.”

You can include more important details in the next paragraph, including information supporting what the speaker said in the quote above. However, you should assume that you have lost many of your readers by this point in the press release.

Any information shared at this point in the press release should only be supportive – not crucial – to the main idea of the story. However, readers who reach this part of the press release are likely to be more invested and therefore will appreciate additional details you can provide.

Lastly, because this press release deals with impact, different data and metrics may be part of the information you’re sharing. It’s always helpful to include supporting charts, graphs or infographics when sending the press release, or links to other sites with more information.

**This is where your Main Street Boilerplate text will go**

*The boilerplate for Your Main Street should share general information about the organization. That can include your mission, location, successes and history. You can also include the URL for your website, contact information and social channels.*

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