**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 (who, what, when and where) included in this first paragraph. Since this press release is about a grant, you should include the name of the awarding agency or organization, the recipient, dollar amount (if public) and what, in general, it will fund.

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 a grant is funding building revitalization, the second paragraph can include specifics about location of the buildings or details about what will be revitalized.

“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 press releases about grants, this quote is a great opportunity to express excitement or appreciation from the town or organization the speaker represents.”

You can include more important details about the grant in the next paragraph. Depending on the information you’re sharing, you could consider adding a bulleted list. For example, if the grant you’re announcing has already been earmarked for specific projects, you could list them out in bullet points below, like this:

* Grant-funded project #1
* Grant-funded project #2
* Grant-funded project #3

Assume that you have lost many of your readers by this point in the press release. Any information shared here 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.

The final paragraph should hint at next steps or future news about the project. It may also direct the reader to a website or other resource for 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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