



CleanScene: The National Cleaning & Hygiene Expo
5 – 7 April 2011, Melbourne Exhibition Centre

How to write a press release for CleanScene

Content

Headline - this is the single most important part of the release. It has to grab the reader's attention and make them want to read the whole article.

First Paragraph - should contain who, what, where, when, why and how. To keep the essential facts in place, include all critical information in the first paragraph. Imagine that an editor will clip your release from the bottom up and that, in the worst case scenario, there is only room for one paragraph.

Write in a journalistic style, write objectively, stick to facts and avoid superlatives.

Keep words, sentences and paragraphs short.

Review and edit, make sure copy is clear and concise and flows logically.

Quotes add interest and lend personal authority. Quotes should be attributed initially including the person's full job title, thereafter you can use either first or surname, but be consistent.

Facts, like quotes, also lend authority, but if using statistics from a third party always cite their source.

A photograph is worth a thousand words - so include a relevant one wherever possible.

Format

That it is a PRESS RELEASE or NEWS RELEASE should be the first line of text, followed by its issue date ie FOR IMMEDIATE RELEASE or EMBARGOED UNTIL and the date, should appear next.

Always one and a half or double line spacing throughout the release.

Never more than two pages and preferably only one page of A4.

At the end of the body text write either ENDS or # # #.

Include media contact and any quoted contact details at the end of the release (not within the main text), together with telephone number and email address, add too your stand number and CleanScene's web site address (www.CleanSceneshow.com.au).

Abbreviated names should appear initially in full, followed by the abbreviation in brackets. Thereafter the abbreviation can be used.