

***FOR IMMEDIATE RELEASE***

**CAPTIVATING TITLE THAT DESCRIBES THE MAIN POINT TRYING TO BE CONVEYED – IN 3RD PERSON**

**(Fort McMurray, Alberta – Date ) The (name of organization) is pleased to announce that**… **(add in your intended message)** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Proin sed libero enim sed faucibus turpis. A diam sollicitudin tempor id eu nisl nunc mi ipsum. Felis eget nunc lobortis mattis aliquam faucibus. Maecenas accumsan lacus vel facilisis volutpat est velit egestas. Non odio euismod lacinia at. Vitae elementum curabitur vitae nunc sed. A lacus vestibulum sed arcu. Massa eget egestas purus viverra accumsan in nisl nisi scelerisque. Mauris a diam maecenas sed. Et malesuada fames ac turpis egestas. Volutpat diam ut venenatis tellus in metus vulputate eu. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant morbi.

**“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(pertinent quote from lead person in organization),” said \_\_\_\_\_\_\_\_\_\_\_\_\_\_(name), \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(title). “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(rest of quote).”**

**Paragraph with more information about the message.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Proin sed libero enim sed faucibus turpis. A diam sollicitudin tempor id eu nisl nunc mi ipsum. Dfbhjdnfdjf sfjnrvnrsg sfvndfvondv sjdfnjdnvosrv sdvnsdovndsvns.

**“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(another quote paragraph).”**

### Paragraph with background information about the message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Proin sed libero enim sed faucibus turpis. A diam sollicitudin tempor id eu nisl nunc mi ipsum.

**Thank you message to those involved.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Proin sed libero enim sed faucibus turpis. A diam sollicitudin tempor id eu nisl nunc mi ipsum.

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(-30- is the standard format to end a Press Release)

**For more information, please contact:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(name)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (title)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of organization)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (phone number)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (email address)