5 Points to Consider When Writing a Press Release by Matt Walker

Use a short and interesting first few sentences (and headline), then put supporting details afterwards

Why should people care about this story/How can they relate to it?

What is the relevant information? (Who, What, Where, When, Why in about 25 words)

Shorter is better (Some journalists say 250 words is great, or at least less than one page)

Avoid technical or complicated language and acronyms

Tips on Trying to Get Your Story Published

Paste text in e-mail body rather than attaching PDF

Follow-up with media contacts via phone to ensure receipt of press release

Be available for follow up questions after submitting the press release

Include a personal note to targeted media contacts

http://www.press-release-writing.com/10-essential-tips-for-writing-press-releases/

http://www.journalism.co.uk/skills/how-to-write-the-perfect-press-release-for-journalists/s7/a535287/#before

http://www.openforum.com/idea-hub/topics/marketing/article/5-tips-for-writing-a-great-press-release-joe-pompeo