



## Press Releases (PR)

Press Releases are a great way to get the word out and attract attention from local media outlets (newspapers, radio and TV stations, etc.)—especially for larger events and activities. Your local media is always on the lookout for a good “human interest” story.

First, do a little research to build a list of contacts from your local radio, television, newspaper, and community publications (name, title, email, phone, etc.). Take that list and start building relationships. Make it a point to reach out and introduce yourself to local reporters **before** you email a press release.

### IMPORTANT GUIDELINES:

- *Send the release 3 to 4 weeks ahead of the event to individual email addresses and personalize (Dear John) with a brief intro.*
- *Copy and paste the press release text into your email. Don't send it as an attachment.*
- *Attach a high-resolution photo (at least 300 DPI or 2000 pixels wide) and/or event flyer.*
- *Follow up with your contacts by phone. Check to see if they have any questions and remind them about the event about a week ahead of time.*

### **Example**

*(sample email message below; sample press release is on page 2 of this document)*

Dear John,

We're really excited about this lecture by renown author/adventurer Steve Allen and think many of your readers will be interested in his stories about the wild lands of southern Utah. I've included the press release below and attached a photo of the flyer. Thanks for your support and please don't hesitate to call me if you have any questions.

Regards,

Jenny

435-574-6431

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## For Immediate Release

**Contact:** Jenny West

[jenny.carverbc@gmail.com](mailto:jenny.carverbc@gmail.com)

435-574-6431

## Experience the Unprotected Wild Lands of Southern Utah with Author/Adventurer Steve Allen

Join the Southwest Utah Broadband chapter of Great Old Broads for Wilderness and author/adventurer Steve Allen for a free slide presentation highlighting the scenic, unprotected wild lands of southern Utah on Thursday, February 19, at 6 pm at Red Mountain Resort, 1275 E. Red Mountain Circle, Ivins, Utah. For more information, contact Jenny West at [jenny.carverbc@gmail.com](mailto:jenny.carverbc@gmail.com) or 435-574-6431.

Steve Allen has explored nearly every nook and cranny of Utah's canyons for more than 40 years, giving him a deep knowledge of the region and its history. He is the author of the popular *Canyoneering* series of southern Utah hiking guides and recently published *Utah's Canyon Country Place Names*, a two-volume set that shares early descriptions and colorful stories told by the explorers, pioneers, cowboys, miners, and river runners who bestowed names on the land.

Attendees will also learn more about Great Old Broads for Wilderness and discover opportunities to become involved in public lands advocacy, education, and stewardship. Former Executive Director Ronni Egan will also be on hand to answer questions and discuss wilderness advocacy.

For those coming from outside the area, Red Mountain Resort is offering a discount on the rooms for event participants. Call Lindy Overton directly at (435) 652-5744. In addition to the resort's amenities, there are plenty of hiking and recreational activities at nearby Zion National Park, Snow Canyon State Park, Dixie National Forest, and the area's scenic public lands.

### **About Great Old Broads for Wilderness:**

Great Old Broads for Wilderness is a national non-profit organization that engages and ignites the activism of elders to preserve and protect wilderness and wild lands. We bring voice, knowledge, commitment, and humor to the movement to protect our last wild places on earth.

<http://greatoldbroads.org/>

