**NEWS RELEASE TEMPLATE**

**Tips:**

* *Keep it short*. Reporters don’t have time to read a magazine article. 350 to 400 words is optimal, but shorter is okay.
* Include a few relevant *hyperlinks* in the text if they will help the reader understand the subject better.
* If possible, include *graphics* (association logo, photo of the person quoted in the release)

FOR IMMEDIATE RELEASE

|  |  |
| --- | --- |
| Contact: | [CONTACT NAME] |
|  | [ORGANIZATION NAME] |
|  | [CONTACT PHONE NUMBER] |
|  | [CONTACT EMAIL ADDRESS] |

**[INSERT IMAGE HERE]**

****News Release Title** [SHORTER IS BETTER]**

News Release Subtitle (optional) [SHORTER IS BETTER]

(City, New York, Xxx. xx, 201x) — **First paragraph** should provide basic information:

* Who
* What
* When
* Where

The second and third sentences should provide supplemental information.

EXAMPLE: “Big I New York is celebrating today the enactment of a law it wrote to protect the state's businesses. Gov. Andrew M. Cuomo signed Assembly Bill No. 1620 into law yesterday. The measure requires insurance companies to notify employers in advance of some Workers' Compensation insurance premium increases. Big I New York is the Empire State's oldest insurance producer trade association.”

**Second paragraph**: This is a good place for a quote from the local association president or a member of the board.

**Following paragraphs**: Provide more information about the event, the person who is the subject, the legislation, etc.

EXAMPLE 1: “A member of the Big I New York board of directors since 2012, Atti has chaired the group's audit and finance committees and served as chair of the board of IAAC, the group's member services division. He is past president of the Independent Insurance Agents Association of Western New York. Atti is a former mayor and trustee of the Village of Angola and currently serves on the village's Planning Commission. He has volunteered for local youth sports leagues, Habitat for Humanity and the Food Bank of Western New York. He and his wife Kathleen have two children.”

**Final paragraph**: Another quote or concluding information or both.

EXAMPLE: “’I want to thank the bill sponsors, Senator Joseph Robach and Assemblyman Andrew Hevesi for introducing this vital piece of legislation, as well as Gov. Cuomo for signing it into law,’ MacDonald said. ‘This law will allow agents to help their business customers better manage their Workers' Compensation costs while still permitting insurance companies to obtain premium increases when necessary.’

The law applies to all policies issued or renewed on and after April 17, 2018. Its text is available at http://legislation.nysenate.gov/pdf/bills/2017/A1620.”

**CONCLUDE WITH A DESCRIPTION OF THE ORGANIZATION**

EXAMPLE: “Big I New York has represented the common business interests of independent insurance professionals since 1882. More than 1,750 agencies and their 13,000 plus employees currently rely on the DeWitt, New York-based not-for-profit trade association for legislative advocacy, continuing education and other means of industry support. In addition, most Big I New York members proudly identify themselves as Trusted Choice® agents and brokers, a national consumer brand uniting more than 21,000 independent agencies across the United States. For more information, go to [www.trustedchoice.com](http://www.trustedchoice.com) or [www.biginy.org](http://www.biginy.org).”

If applicable, include images linked to the association’s social media pages. EXAMPLE:

[IIABNY Facebook](http://www.facebook.com/IIABNY)[IIABNY LinkedIn](http://www.linkedin.com/groups?gid=940717)[IIABNY Twitter](http://twitter.com/iiabny)