



Craft business resource

How to write a press release

Step-by-step instructions on writing a press release:

- **Headline** – Be clear and concise. Express what you need to say in 140 characters or less, so that it can easily be retweeted.
- **Date** – Include the sentence ‘Press release for <enter date here>’ to let the editor know when the information can be published.
- **Who** – Who is this press release about? Yourself, a group, an organisation, or a specific project?
- **What** – Summarise the story with a couple of sentences that will provide the key facts immediately.
- **Where** – Include venue details: add an address and website URL
- **When** – Be sure to make any relevant dates and times clear, such as exhibition dates and gallery opening hours.
- **Introduction** – Write a few sentences summarising what you want to promote. If there is only a short space available, the editor can use this as the main point of reference.
- **Quote** - Editors like to see the personal touch. We recommend including a quote from yourself or from a relevant figure, such as a curator.
- **Further details** - Conclude here with any additional information; keep this brief.
- **ENDS** – Finish the body of the press release with the word ‘ENDS’, so that the editor knows that content available for publication cuts off here.
- **Images** – Embed no more than five images into your press release. These should all be images that are available for press use, meaning that you know who the image should be credited to and have permission (if applicable) to these for press purposes. If you also have high resolution versions, let them know: ‘High resolution photographs are available on request.’
- **Image captions** – Ensure you add details of the images included with this press release: this should be artwork title, artist name, medium, year, size in cm (optional) and photographer credit.
- **Contact** - Your contact details (this is put after ENDS, as this is not for publication), including any relevant social media handles.
- **Notes to Editors** – This is a chance to provide more background information about you, your project, or the organisation/group in question.