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[Company Logo]



NEWS RELEASE

For Immediate Release

[Headline with catchy title in bold writing – one sentence, no more than 100 to 150 characters, brief and to the point and stating that event is in support of the Heart and Stroke Foundation]

[Optional subhead to expand on headline and provide context. Written in italics. HSF mention may be placed here instead.]

[Place and Date] – Lead paragraph should grab attention and contain a summary of the relevant 5 W's: what, who, when, where, why. Remember what values are important to journalists: impact, unusualness and current content, (water cooler topics of the week). Write in the third person.

Second paragraph develops story and provides background information. Write in an inverted pyramid style, with the most important information up top. This means that if someone were to only read the opening paragraph, they would have key message.

Third paragraph may include a quote from event organizer, further developing the story and making the above information more personable. The call-to-action may be included here if it is not in the paragraph above.

Fourth paragraph may be necessary to provide further details and expand on the quote from the event's organizer. Ensure clear, concise writing.

Paragraph 5 should be a supporting quote from the Heart and Stroke Foundation. You may use this:

"We are delighted that [organization name] has chosen the Heart and Stroke Foundation as the charity of choice," says Avril Goffredo, VP, Community Engagement, Heart and Stroke Foundation. "The funds raised from this event will help us invest in research and continue our programs in prevention and survivor support, allowing us to save lives and create more survivors."

About

[Boiler Plate – description of the organization holding the event. Write in italics]

About the Heart and Stroke Foundation

The Heart and Stroke Foundation's mission is to prevent disease, save lives and promote recovery. A volunteer-based health charity, we strive to tangibly improve the health of every Canadian family, every day. 'Healthy lives free of heart disease and stroke. Together we will make it happen'. Heartandstroke.ca

Media Contacts:

[Contact information for organization holding event]

[Contact information for Heart and Stroke Foundation]