

Month Day, Year

FOR IMMEDIATE RELEASE

Contact: Firstname Lastname, Title 630/555-2368

**Suggested News Release Format;
Place Headline Here in This Type Size**

YOURTOWN, Yourstate – This is the first paragraph of a news release. (Notice that enough space should be left open at the top to accommodate your Lodge/Chapter’s preprinted letterhead.) The opening paragraph should quickly and directly tell the journalist what’s going on regarding your Lodge/Chapter that you want him or her to know about. It should be written in a news style such that the journalist can, if he or she chooses, run the information essentially “as is,” with minimal editing. This first paragraph, known as the “lead” (pronounced “leed”), should include essential details such as what you’re planning, at what time, on what date and at what place (providing the address).

The second paragraph (and the third, fourth and fifth, if you have enough information to require this much copy) should furnish more detailed information about your event – such as attractions that are planned for children, whether complimentary soft

(more)

(2)

drinks and snacks will be provided, how long your Lodge/Chapter has been established, etc.

Then, the final paragraphs of the release should be standardized, incorporating much or all of the wording that appears in the following concluding paragraphs:

Moose International, headquartered at Mooseheart, Illinois, is a fraternal and service organization founded in 1888, comprising nearly 1 million men in the Loyal Order of Moose and nearly 500,000 members of the Women of the Moose, in more than 1,800 Lodges and 1,600 Chapters throughout the U.S., Canada, Great Britain and Bermuda.

The Moose organization founded and continues to support Mooseheart Child City & School, a 1,000-acre community and school for children and teens in need, located 40 miles west of Chicago; and the Moosehaven retirement community, a 65-acre campus for qualified retired members and their spouses, located near Jacksonville, Florida. Additionally, Moose Lodges and Chapters conduct nearly \$90 million worth of community service (counting monetary donations and volunteer hours worked) annually.

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