

ORIENTAL, NORTH CAROLINA

EVENT PRESS RELEASE FORM

It is suggested you provide the following information along with your written press release:

NAME OF EVENT: _____

NEW EVENT _____ ANNUAL EVENT _____ IF ANNUAL, NO. OF YEARS: _____

PURPOSE (If a Fundraiser, Special Recognition, etc.): _____

DATE: _____

TIME(S): _____

LOCATION: _____

(Town/Area/Facility - Example: Oriental Riverfront, Oriental Wild Life Boat Ramp)

SPONSORING ORGANIZATION/S (If Applicable): _____

PRIMARY CONTACT: _____

SECONDARY CONTACT: _____

(Name, Phone Numbers, E-mail address)

TICKET / ADMISSION COST (If Applicable): _____

SUGGESTIONS FOR AN EFFECTIVE WRITTEN PRESS RELEASE

The release should be provided to all applicable PR channels at least 8-10 weeks prior to the event; more if seeking mention in magazines.

Copy should provide critical details such as:

- Purpose of Event
 - Event History (if applicable)
 - Date(s)
 - Location
 - Activities (entertainment, contests & prizes, special guests, etc.)
 - Any special activities for Seniors, Children, etc.
 - Cost, if any
 - Where to find additional information and complete schedule of events
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The “tone” of the release should be enthusiastic and inviting.

Quotes from the event organizers/coordinators add a personal touch.

Comments from prior attendees about the event can lend credibility and excitement.

Brevity can be critical for certain PR channels. Consider creating an abbreviated release for channels such as websites if needed.

Be sure to have someone other than the writer PROOFREAD the release for clarity and any errors before distributing.

IF YOU HAVE QUESTIONS OR NEED ASSISTANCE WITH CREATING YOUR
PRESS RELEASE, YOU MAY CONTACT THE ORIENTAL TOURISM BOARD
MEMBERS.

**A DIRECTORY OF PUBLIC RELATIONS OPTIONS IS PROVIDED INCLUDING MAGAZINES AND
THEIR WEBSITES, AREA NEWSPAPERS AND THEIR WEBSITES, AREA TELEVISION
CHANNELS AND THEIR WEBSITES, AND LOCAL WEBSITES.**

BE SURE TO ADD YOUR EVENT TO PAMLICO COUNTY CHAMBER WEBSITE

Contact info is included in the directory for each potential resource.
