

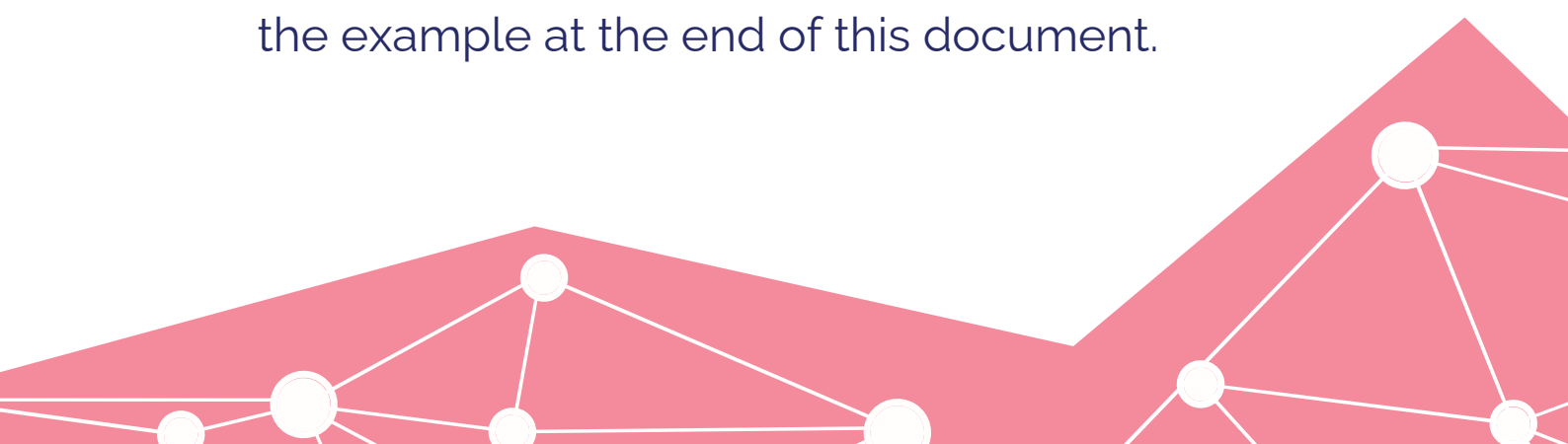


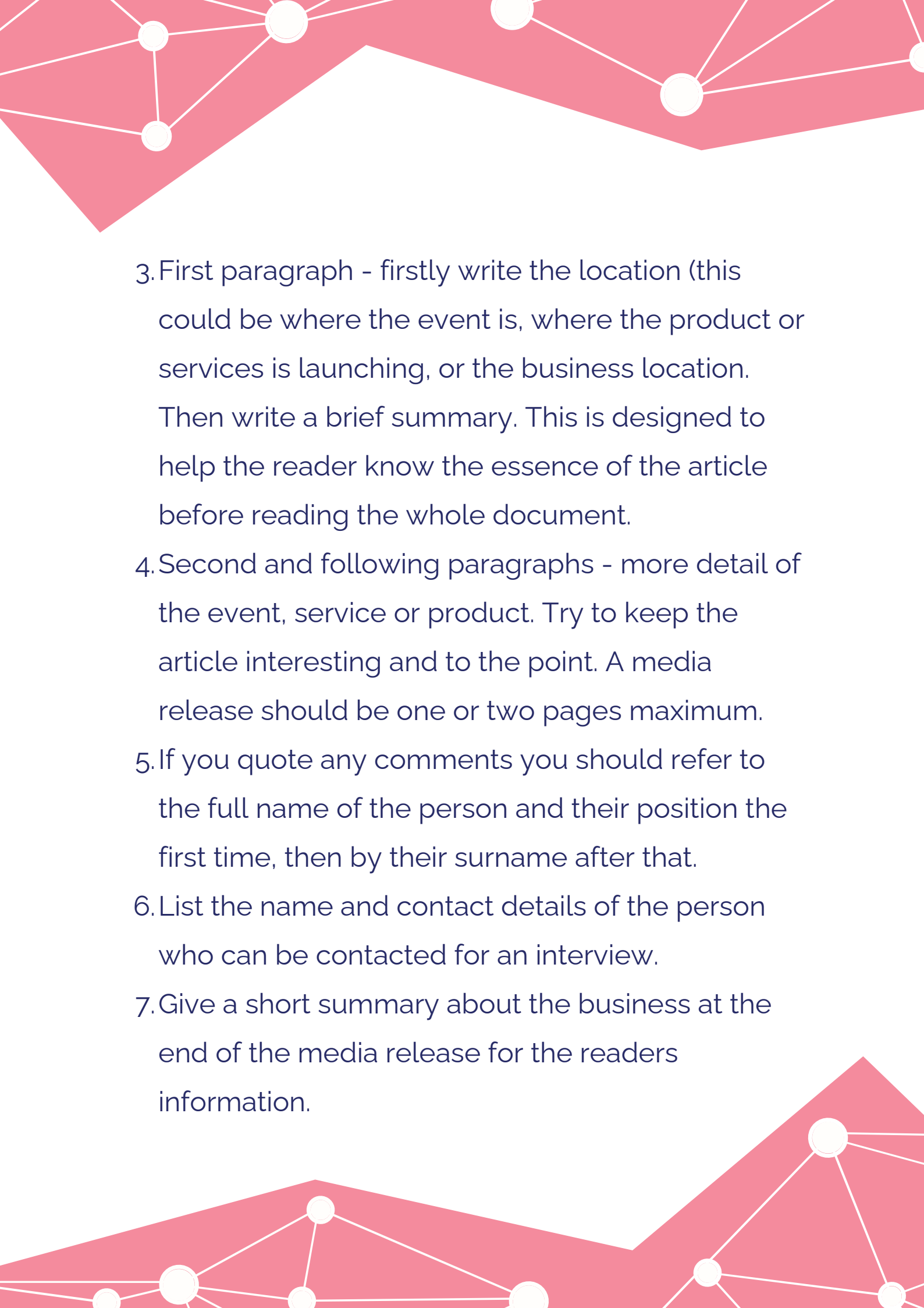
CREATING A MEDIA RELEASE

Elements of a media release:

1. Title.
2. Media release date.
3. First paragraph - location and a brief summary.
4. Second & following paragraphs - more detail of the event, service or product.
5. Person available for interview.
6. About the organisation.

Let's explore each element in more detail:

1. Give your heading a captivative title. This will grab the attention of the reader and spark their interest.
 2. The media release date - write is full. And if the document is for immediate release, state it. See the example at the end of this document.
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3. First paragraph - firstly write the location (this could be where the event is, where the product or services is launching, or the business location). Then write a brief summary. This is designed to help the reader know the essence of the article before reading the whole document.
 4. Second and following paragraphs - more detail of the event, service or product. Try to keep the article interesting and to the point. A media release should be one or two pages maximum.
 5. If you quote any comments you should refer to the full name of the person and their position the first time, then by their surname after that.
 6. List the name and contact details of the person who can be contacted for an interview.
 7. Give a short summary about the business at the end of the media release for the readers information.

An example of a media release:

Local Coffee Retailer Unveils New Cold Brew Coffee Collection – Smooth, Bold, and Ready to Enjoy Anytime.

Thursday 7th November 2024 - For Immediate Release

Wodonga, Northeast Victoria – The Coffee Canvas, a leader in high-quality coffee innovations, is thrilled to announce the launch of its new Cold Brew Coffee Collection. This premium line of ready-to-drink cold brews combines the company's signature commitment to quality and sustainable sourcing, creating a refreshingly smooth experience for coffee enthusiasts looking for a bold taste without the wait.

Carefully crafted with sustainably sourced beans and brewed over 24 hours, each flavor in the Cold Brew Collection offers a unique profile for diverse palates. The Coffee Canvas's Product Manager, Jane Smith, explains, "Our team has spent months perfecting each blend in this collection. We aimed to deliver the same great Coffee Canvas experience in a ready-to-go, refreshing cold brew that appeals to both longtime coffee aficionados and those new to the cold brew scene."

Highlights of The Coffee Canvas Cold Brew Collection include:

Classic Black: A pure, smooth cold brew with a bold, naturally sweet taste. Ideal for coffee lovers who prefer their coffee unadorned.

Vanilla Bean Bliss: A subtly sweet option with natural vanilla that enhances the coffee's deep, complex flavours.

Mocha Delight: A rich blend of coffee and chocolate notes for a delightful, guilt-free indulgence.

Caramel Cream Dream: A hint of caramel adds a soft sweetness to this balanced, robust cold brew.

As part of The Coffee Canvas's commitment to sustainable practices, the Cold Brew Collection is packaged in fully recyclable glass bottles and features Fair Trade Certified coffee beans from small, family-owned farms. "With the Cold Brew Collection, we are not only delivering convenience and quality but also supporting ethical practices and sustainability," says Ms Smith.

The Cold Brew Coffee Collection will be available starting November 10 in select stores and through Coffee Connection's online shop.



Available for Interview

Jane Smith Product Manager, The Coffee
Canvas 0412 345 678 |
jane@thecoffeecanvas.com

About The Coffee Canvas

Founded in 2020, The Coffee Canvas has earned a reputation as a pioneer in the coffee industry, committed to bringing exceptional coffee experiences to customers around the world. The Coffee Canvas sources its beans from sustainable, Fair Trade Certified farms, ensuring that every cup contributes to both environmental health and the livelihoods of coffee-growing communities.

