



MEDIA RELEASE TEMPLATE

YOUR LOGO

Body copy includes (try to keep to 1 page):

Headline and Subheadline: *Font Size - 14 pt and bold*

- **Purpose:** Capture attention immediately. The headline should be engaging and succinctly present the key news, whilst the subheadline provides a brief additional detail.

Dateline: *Font Size - 12 pt and bold*

- **Details:** Begin with the location and date of the release. This grounds the reader in both time and place, setting the context for the announcement.

Lead Paragraph: *Font Size - 11 pt and regular*

- **Content:** Answer the essential questions - who, what, when, where, and why (and occasionally how). This opening paragraph is your hook, delivering the most important information clearly and concisely.

Supporting Details and Body Content: *Font Size - 11 pt and regular*

- **Explanation:** Expand on the lead with background information, pertinent statistics, and context. This section builds the narrative and provides journalists with the substance of your story.

Relevant Quotes: *Font Size - 11 pt and regular*

- **Addition:** Include quotes from key stakeholders, experts, or any other relevant 'voices' to the story. These personal insights lend credibility and help to humanise the story.

Call-to-Action or Next Steps: *Font Size - 11 pt and regular*

- **Guidance:** Clearly indicate what comes next - whether it's an invitation to an event, further reading, or instructions on how to obtain more information. This directs the reader towards a desired action.

Boilerplate: *Font Size - 11 pt and regular*

- **Definition:** Conclude with a brief, standardised paragraph about your organisation. This "About Us" section gives journalists essential background details to reference when needed.

Media Contact Information - *Font Size - 11 pt and bold*

- **Essential Info:** Provide the name, email address, and telephone number of a media contact person. This ensures that journalists know who to reach out to for follow-up queries or additional information.

RPR&CO.





EXAMPLE IN PRACTICE

HEADLINE: Experience the Magic of [Destination] with the Launch of [Tourism Provider's New Experience]

SUBHEADLINE: [Tourism Provider] unveils an unforgettable new adventure, showcasing the best of [region]'s natural beauty and cultural heritage.

DATELINE: [City, State] – [Date]

LEAD PARAGRAPH:

[Tourism Provider] is excited to announce the launch of its newest experience, [Experience Name], offering travellers a unique opportunity to immerse themselves in the breathtaking landscapes and rich culture of [Destination]. Designed for [target audience], this curated experience highlights the best of the region through [key features, e.g., guided tours, local cuisine, adventure activities, or cultural immersion].

SUPPORTING DETAILS AND BODY CONTENT:

[Experience Name] is set to redefine tourism in [Destination] by blending sustainability, exclusivity, and local expertise. Guests will embark on a journey through [describe notable sites, activities, and elements of the experience]. Whether it's [example activity, e.g., stargazing under pristine skies, sampling farm-to-table cuisine, or hiking through ancient landscapes], this experience promises to captivate travellers looking for an authentic connection to [Destination].

The launch of [Experience Name] is part of [Tourism Provider]'s broader mission to enhance regional tourism and support local communities. [Briefly mention partnerships with local businesses, conservation efforts, or eco-tourism initiatives].

RELEVANT QUOTES:

"We are thrilled to introduce [Experience Name] as a way for visitors to truly engage with the heart and soul of [Destination]," said [Spokesperson's Name], [Title] at [Tourism Provider]. "Our goal is to offer an experience that not only showcases the region's incredible beauty but also supports the people and traditions that make it so special."

[Additional quote from a local partner, tourism official, or satisfied guest, reinforcing the value of the new offering.]

BOILERPLATE:

About [Tourism Provider]: [Tourism Provider] is a leading tourism operator in [Destination], specialising in [mention key services, e.g., bespoke travel experiences, adventure tours, luxury retreats]. Committed to sustainability and authentic storytelling, [Tourism Provider] delivers unique, high-quality experiences that connect travellers with the true essence of [Destination].

CALL-TO-ACTION OR NEXT STEPS:

[Experience Name] is now available for bookings, with tours commencing from [Start Date]. For more information or to reserve your spot, visit [website URL] or contact [email/phone number].

MEDIA CONTACT INFORMATION:

[Media Contact Name]
[Tourism Provider]
[Email Address]
[Phone Number]

