

# MEDIA RELEASE WRITING

A media release, also known as **press release**, **news release**, or **press statement**, is a written or recorded communication directed at the members of the news media for the purpose of announcing something newsworthy to the public.

## Format of a Media Release

A media release normally contains the following elements –

- **Company Logo and Address** – mentioned in the letterhead
- **Date** – the date of press release
- **Timing** – the time of the event
- **Release Date** – the date of the event mentioned
- **Title** – a short one-line description of the event
- **Location** – the place of event
- **Introduction** – A description of the event and the reasons.
- **What** – what is the event all about?
- **Why** – why was the event organized?
- **When** – when is the event organized to be held?
- **Who** – who are the people visiting the event?
- **About** – brief description of the company
- **Contact Details** – where to contact for further detail

## Example - Media Release



✉ [contact@tutorialspoint.com](mailto:contact@tutorialspoint.com)  
🌐 [www.tutorialspoint.com](http://www.tutorialspoint.com)

📍 Tutorialspoint (India) Pvt Ltd  
388-A, Road No-22, Jubilee Hills  
Hyderabad, AP - INDIA, 500033

**Date of event-** 23<sup>rd</sup> April, 2015

**Timing of event-** 4:00PM

**Media Release Date-** 30<sup>th</sup> April, 2015

### Grand Opening of Tutorialspoint Pvt. LTD.

#### Venue:

Tutorialspoint Pvt. LTD.

Address- 388-A, Road no 22

Jubilee Hills, Hyderabad, A.P.

500033, Ph: 91 40 23542835

**Introduction-** Tutorialspoint Pvt. LTD will be opening after renovations and we invite all of you to witness the new look of our workplace.

- **What** – Interior Décor of Tutorialspoint Pvt. LTD.

- **Why** – to welcome people to witness our new-improved premises.
- **When** – on 30th April, 2015 from 4:00PM onwards at company premises.
- **Who** – employees with their families, media, guests, Prince Dance Group

**About** - The tutorialspoint.com is a dedicated website to provide quality online education in the domains of Computer Engineering academics, Information Technology, Computer Languages and Management. This website is started by an AMU alumni, Mr. Mohtashim, by launching a single tutorial on HTML in year 2006. At present, this website is developed and maintained by Tutorials Point I Pvt. Ltd., which established on 12th June, 2014.

**Contact Details:**

**Address:** 388-A, Road no 22, Jubilee Hills, Hyderabad Telangana, INDIA-500033

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