



## USA Badminton Region 1

### Elements of an Effective Press Release

General comments:

- Send your press release to local editors by fax, email and/or US mail.
- Send in plenty of time to allow editors to schedule coverage – 2 weeks before an event.
- Make sure that your press release includes the address, dates and times of an event, and contact information.
- Plan to meet the journalist covering the event to be sure he or she gets access to people to interview, photo opportunities, background on badminton, etc.

#### **Format:**

**FOR IMMEDIATE RELEASE:** These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

**Contact Information:** Skip a line or two after release statement and list the name, title, telephone and fax numbers of your organization's spokesperson (the person with the most information). It is important to give your home number or a cell phone number since reporters often work on deadlines and may not be available until after hours.

**Headline:** Skip two lines after your contact information and use a boldface type.

**Dateline:** This should be the city your press release is issued from and the date you are mailing your release.

**Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).

**Text:** The main body of your press release where your message should fully develop.

Highlights:

- Make sure the information is newsworthy.
- Target the information for the audience -- that the information is intended for them.
- Start with a brief description of the announcement, then who announced it (not the other way around).
- Ask yourself, "How are people going to relate to this and will they be able to connect?"
- Make sure the first 10 words of your release are effective, because they are the most important.
- Avoid excessive use of adjectives and fancy language.



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- Deal with the facts.
- Provide as much contact information as possible, for example: individual to contact, address, phone, fax, email, and Web site address.
- Make sure you wait until you have something with enough substance to issue a release, such as a major event or major results.
- Make it as easy as possible for journalists to do their jobs.



**Sample PR Template**

**FOR IMMEDIATE RELEASE:**

Contact:  
Contact Person  
Company Name  
Telephone Number  
Fax Number  
Email Address  
Web site address

**Headline**

City, State, Date — Opening Paragraph (should contain: who, what, when, where, why):

Remainder of body text - Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

If there is more than 1 page use:

-more-

(The top of the next page):

**Abbreviated headline (page 2)**

Remainder of text.

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact: (all Contact information)

Summarize product or service specifications one last time

Company History (try to do this in one short paragraph)

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(indicates Press Release is finished)



## USA Badminton Region 1

### Example Press Release

FOR IMMEDIATE RELEASE

For more information, please contact:

Adrian Smith: 215-886-2409; [adrian.smith@unisys.com](mailto:adrian.smith@unisys.com), or Michael Hancock; 610-935-3414;  
[mhancock@bee.net](mailto:mhancock@bee.net)  
[www.northeastbadminton.net](http://www.northeastbadminton.net)

### **MID ATLANTIC TOURNAMENT TO SHOWCASE FASTEST RACKET SPORT IN THE WORLD**

Bryn Athyn College Hosts Mid-Atlantic Classic Badminton Tournament

**Bryn Athyn, PA**, November 9, 2004 – From November 12–14<sup>th</sup>, Asplundh Field House at Bryn Athyn College, just north of Philadelphia, will host the fastest racket sport in the world with this year's Mid-Atlantic Classic Badminton Tournament. Played indoors, badminton is an Olympic sport with smashes clocked at 200 miles per hour and a player will run as much as four miles during a set.

The tournament, which has been a USA Badminton Classic since 1991, is one of an elite group of only five tournaments forming the Classic circuit. The Classic tournaments are designated national team qualifying events; and players hoping to earn positions on the U.S. National Badminton Team earn points when they compete successfully in the Mid-Atlantic.

More than 120 players from as far as California will compete in the three day event. Several players in the draw are former U.S. national champions and international competitors, including Andy Chong and Melinda Keszthelyi of Massachusetts, Jennifer Coleman and Raju Rai of California, and Radu Milevski of Connecticut. Events will include men's and women's singles, men's and women's doubles, and mixed doubles.

The Mid Atlantic Classic has been conducted in a variety of locations, including the Germantown Cricket Club. In 1988 the tournament was moved to Bryn Mawr College. Another move this year finds the tournament in a new home, thanks to the generosity of the Academy of the New Church in Bryn Athyn College.

Tournament Director Adrian Smith sees the tournament as a great opportunity to further the popularity of badminton after significant television coverage of the sport during the summer olympics. More than one million Americans play badminton regularly and participation is growing, although interest in the game is even higher in other countries, especially in Europe and Asia.

The tournament is sanctioned by the United States Badminton Association and the Northeast Badminton Association. Tournament play begins at 5 pm on Friday, November 12<sup>th</sup> and runs through 2 pm on Sunday, November 14<sup>th</sup>.

For more information, please contact: Adrian Smith: 215-886-2409; [adrian.smith@unisys.com](mailto:adrian.smith@unisys.com), or Michael Hancock; 610-935-3414; [mhancock@bee.net](mailto:mhancock@bee.net).

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### Example Press Release

FOR IMMEDIATE RELEASE

For more information, please contact:

Anne Weathersby; 301-520-0435; [aweathersby@erols.com](mailto:aweathersby@erols.com)

[www.northeastbadminton.net](http://www.northeastbadminton.net)

### **NATIONAL CAPITAL TOURNAMENT TO SHOWCASE FASTEST RACKET SPORT IN THE WORLD**

University of Maryland Hosts National Capital Open Badminton Tournament

**College Park, MD**, January 18, 2005 – From January 21–23<sup>rd</sup>, the North Gym at the University of Maryland, College Park, will host the fastest racket sport in the world with this year's National Capital Open Badminton Tournament. Played indoors, badminton is an Olympic sport with smashes clocked at 200 miles per hour and with players running as much as four miles during a set.

More than 180 players from as far as Massachusetts will compete in the three day event. Several players in the draw are national and international competitors. Events will include men's and women's singles, men's and women's doubles, and mixed doubles, as well as a mini junior tournament on Sunday morning highlighting some of the area's most promising juniors.

The National Capital Open, known as the DC Open, has been played at the University of Maryland since 1995. It is being hosted by the Badminton Club at the University of Maryland and the Badminton Club of DC and is sponsored by AdvantEdge Business Centers and HL Corporation.

Tournament Director Peter Teuben sees the tournament as a great opportunity to further the popularity of badminton after significant television coverage of the sport during the summer Olympics. More than one million Americans play badminton regularly and participation is growing, although interest in the game is even higher in other countries, especially in Europe and Asia.

The tournament is sanctioned by the United States Badminton Association and the Northeast Badminton Association. Tournament play begins at 5 pm on Friday, January 21<sup>st</sup> and runs through 4 pm on Sunday, January 23<sup>rd</sup>. The North Gym is on the 2<sup>nd</sup> floor of the Health and Human Performance Building (Building #255).

For more information, please contact: Anne Weathersby at 301-520-0435 or [aweathersby@erols.com](mailto:aweathersby@erols.com).

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