

## **Please release me**

- \* Keep press releases brief [less than one side of A4]**
- \* Include attributed quotes**
- \* Use active verbs**
- \* Cut out jargon**
- \* Include the who, what, where, why, when and how**
- \* Put at the top *and* bottom of the release the name and telephone number of a contact person who can answer queries and give more details.**



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