# Title [short but descriptive]

Subtitle [elaborate on title or include why this event is important]

**City, State, March 13, 2015—[Send your release out well in advance of your event—check with your local media outlets on their deadlines.]** Start with a declarative statement that sums up what the release is about. About 20 words—use present tense. Answer the 5Ws—Who, What, Where, When, Why (and How) in the first paragraph.

In the **second** paragraph, tell the readers why this subject is important—why they should keep reading.

In the **third** paragraph bring in interesting facts, figures, and anecdotes. Introduce quotes from people who are involved. Stay in the present tense: “Too many people have drowned in our community, and we want to help prevent these tragedies,” says Coach John Smith, the organizer of the free adult learn-to-swim clinic. Quotes should have meaning; punch the reader and deliver a new piece of information, not rehash what’s already been paraphrased elsewhere.

In the **final** paragraph, end with an edgy quote that surprises or pulls it all together: “The MooMoo Masters swimmers are uniquely qualified to help us combat this problem,” says Jenny Jones, the Mootown Center’s aquatics director. “Their coach recognized a need, obtained a grant from the Swimming Saves Lives Foundation, and now we’re going to save lives in Mootown.”

#### About [Your Organization]

[Create a brief, boilerplate paragraph that sums up what your organization is all about. If there’s room, include USMS boilerplate below.]

#### About U.S. Masters Swimming

U.S. Masters Swimming, founded in 1970, is a membership-operated national governing body that promotes health, wellness, fitness, and competition for adults through swimming. It does so by partnering with more than 1,500 adult swim programs across the country; promoting information via the bimonthly member magazine, [**SWIMMER**](http://www.usmsswimmer.com/), monthly e-newsletters, [**STREAMLINES**](http://www.usms.org/admin/nycu.php), and website, [**usms.org**](http://www.usms.org/); and by sanctioning and promoting pool, open water, and virtual events and competitions. Approximately 60,000 adults are registered members of U.S. Masters Swimming.

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