

The Parts of a Press Release

The organization's contact information: Complete mailing and web address of the organization sending the release should be here. Also provide the name, telephone number and e-mail address of a contact person the journalist can reach in case of questions.

Release date: The release date tells when the information may be published. It might say, "For Immediate Release," or it might specify a date and time. News organizations have no legal obligation to adhere to release dates, but they usually do so as a matter of professional courtesy.

**AMERICAN HORSE PUBLICATIONS
PRESS RELEASE**
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Immediate Release

DEADLINE DATE IS JAN. 14 FOR AHP STUDENT AWARD CONTEST

November 17— The AHP Student Award will give up to three \$750 travel awards to attend the AHP "Hoofprints in the Sand" Seminar in San Diego, California, on June 16-18. Travel Award winners have an opportunity to meet leading equine publishing professionals and discuss career possibilities during the three days of educational sessions and related activities.

One Travel Award winner will be selected at the seminar as the Student Award winner. The Student Award winner will win a cash award of \$1,000 plus an all-expense paid trip hosted by Publishers Press to one of their Two-Day Customer Education Seminars in Louisville, Kentucky, to have a unique experience to learn the printing process.

Student Award applicants are required to send a completed application form plus additional information by **January 14, 2011**. Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org/students/student-award/index.asp

American Horse Publications is a non-profit association. . .

For Student Award Contest guidelines or more information on American Horse Publications and its programs, visit our website at www.americanhorsepubs.org or contact: Heidi Kellar, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; Phone (386) 760-7743; Fax (386) 760-7728; E-mail: AHorsePubs@aol.com.

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The headline: Summarizes the information. It is typed in capital letters. If it requires two lines, it is single-spaced.

The body: Almost all releases are one page. If it is longer, then "more" needs to be placed at the bottom of the first page and a slug with the page number is at the top of the second page.

The closing: Type three number signs (###), or the word "end" or the number "30" within quotes or dashes. Some news releases repeat the contact information here or give a short descriptor of the company, if it is not in the body of the story.