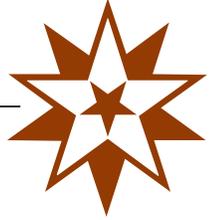


Sample Press Release

Tristar Historical Records Center

ADDRESS, CITY, STATE



FOR IMMEDIATE RELEASE

CONTACT: CONTACT NAME
 TELEPHONE NUMBER
 EMAIL ADDRESS

Headline Announcing Your Event In Celebration of American Archives Month in October

CITY, STATE, Month, Day, 2007 – Begin your press release with a paragraph that summarizes the who, what, when, where, why, and how of your event. If the reporter reads only your lead, he or she should understand the key facts about your event or issue.

In the second paragraph, go into a bit more detail about your event. Two to three sentences will suffice. You may wish to highlight the theme of “Celebrating the American (or your state) Record.”

“Insert quote from expert or celebrity,” with full name of expert, title, credentials, “and then continue the quote.”

American Archives Month is a collaborative effort by professional organizations and repositories around the nation to highlight the importance of records of enduring value. Archivists are professionals who assess, collect, organize, preserve, maintain control of, and provide access to information that has lasting value, and they help people find and understand the information they need in those records.

Stock closing paragraph about your repository, institution, or organization. For example: The Society of American Archivists is a national professional organization representing more than 4,900 individual and institutional members. Founded in 1936, its mission is to serve the education and information needs of its members and to provide leadership to ensure the identification, preservation, and use of the nation's historical record.