

# Media Release Template

## LOGO

(use AMHA's if you don't have your own)

### FOR IMMEDIATE RELEASE

Contact: Your name (or  
that of your spokesperson)  
Phone Number & Email  
September 6, 2005

## CATCHY HEADLINE

(Make the headline something that relates to the event and really grabs the reader's attention)

CITY, STATE—The first paragraph is the most important. Concisely and appealingly tell the reader what your event is about. Include all the facts—who, what, where, when and why. Don't talk about the American Morgan Horse Association, clubs, registry or anything other than your event. This paragraph "sells" the event to the journalist.

In the second paragraph, include essential background material, (here's where you can say the Morgan has the distinction of being the first recognized American breed, originating in 1789 and any other fascinating piece of Morgan history). Include names of key characters or sources. This is the second most important component of the release.

The third paragraph summarizes everything you said in the first and second paragraphs and "sells" the event to the journalist. By "sells the event" I mean it makes the journalist want to know more. Or, even better, to attend the event.

Paragraph four is really just a sentence. It lets the journalist know where to find more information. You can use the following sentence:

More information about the American Morgan Horse is available at [www.morganhorse.com](http://www.morganhorse.com)

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