**LOGO HERE**

**IMMEDIATE RELEASE Questions?**

**[Name of representative at your organization]**

**[Phone number] | [Email address]**

**HEADLINE – a short, catchy hook about your story here**

**[CITY], Minn. [DAY/MONTH/YEAR]** – [Name of your organization] is excited to announce the most critical information to your story and a hook or angle to get your audience interested should be the first thing reader sees. This is the who, what, where, when and why.

The next paragraph/s should include further details about the story you are writing. This expands the paragraph above to give your readers information they need. Follow the KISS rule – keep it short and simple!

The next paragraph/s provides additional details that support the details you’ve provided above. This is where you should add a quote or two from key people related to the story.

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**About [Name of your organization]**

Add your organization’s boilerplate here, if you have one, if you don’t consider writing one!

Here’s a sample of SHH’s boilerplate: **[Remove before submitting, example only]**

**About Second Harvest Heartland**

Second Harvest Heartland is one of the nation’s largest, most efficient and most innovative hunger relief organizations. In 2018, Second Harvest Heartland provided more than 89 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our hungry neighbors. For more information, visit [2harvest.org](http://2harvest.org/) or call 651.484.5117.