

MINNESOTA STATE FAIR

Concessionaire/Exhibitor News Release Instructions

1. Head the paper with the phrase “News Release.”
2. Include a logo or company image.
3. List contact information for the person to whom media inquiries should be directed.
Include phone, cell, and/or email address.
4. Create a headline describing the news in a phrase.
5. Insert the release date underneath the headline.
6. Form the body of the release by including the following:
 - *A lead, usually the first sentence or short paragraph, to grab the reader’s attention and give the most important facts: the Who?, What?, Where?, When?, Why? and How? of the news.
 - *A second paragraph, including other important details and/or essential background information.
 - *A third paragraph and any subsequent paragraphs, which include any secondary information and/or background you think is necessary to the reader.
 - *A last paragraph or “boilerplate” with information about your company’s history, location on the fairgrounds, etc.
7. Other tips:
 - *Double space.
 - *All information should fit on a single page.
 - *Use legible fonts that are 12 points in size.
 - *Use -###-, to signal the reader that the release has ended.