# Preparing a Press Release

Prepare a press release that talks about the grand opening of a boutique hotel in Vancouver which is being built to draw in new tourists to the city.

Consider the following tips for best practices in good press releases:

* Use the inverted pyramid model (evaluate importance!)
* Answer the 5ws right away
* Write it like a news story
* Should be no longer than a page
* Think cut and paste
* Should be audience centred
* Poor writing, grammar or spelling mistakes hurt credibility
* Use third person
* Don’t use contractions
* Don’t use exclamation points
* Have at least one quote (typically one)
* Make spokesperson quotes interesting
* Back up any claims or research in your release
* Use your hook
* Be sure to have a “-30-“ or “end” at the end of the new release
* Construct a quick boilerplate
* Include contact information (make it up) with Name, Title, Phone(s), email
* Website and Social Media