**FOR IMMEDIATE RELEASE**

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Description automatically generated

**Media Contact**

[First and Last Name]

[Title] , Greater St. Louis Area Council Scouting

[Phone Number]

[Email]

***Headline***

*Try to keep it concise and engaging. An effective headline should grab the reader’s attention and make them want to keep reading. However, do be careful not to overpromise or over-inflate the news. The headline is always centered and bolded. No more than two lines.*

*Real Example:*

***Greater St. Louis Area Council Scouting Selects 11th Scout Executive, CEO***

***Summary***

*This section summarizes the key points of the press release and answer the “Five W’s”of Who, What, When, Where, and Why. This way, readers who don’t have the time to read the full story could get a general idea about the news in two or three sentences.*Real Example:

**ST. LOUIS ( Date ) After a decade of leadership,** Ronald S. Green’s previously announced retirement becomes effective March 1, 2021. His successor, Joseph D. Sadewasser, was named CEO after a nationwide search to succeed Green.

***Body***

*Body copy is the main part of a press release. It details the announcement and provides all the necessary information in a concise and effective manner. Most press releases also include a quotable that reporters can use should they decide to turn your news into an article. Quotes are usually cited from key stakeholders or those directly involved in the announcement. Besides being useful to reporters, quotes provide a human touch to the announcement and underline its significance to the organization.*

*Real Example:*

For nearly 40 years, since December of 1980, Ronald S. Green has served the organization in executive leadership positions in six different councils nationwide. An Eagle Scout, Ron became the Scout Executive, CEO of the Greater St. Louis Area Council in March of 2011.

“While we are saddened to see Ron retire, we know his hard work and dedication will continue to bring value to the St. Louis area Scouts for years to come,” said Michael J. Scully, president of the Greater St. Louis Area Council, BSA.

***Boilerplate***

*A boilerplate is essentially an About Us section of the press release. It provides a quick overview of your company and what it does. Boilerplates are usually separated from the body section by an “About (company name)” line*.

*Real Example:*

**About the Greater St. Louis Area Council**

The Greater St. Louis Area Council, a United Way agency, provides youth with character development programs and values-based leadership training. The Council, one of the largest in the nation, has more than 25,000 youth members and nearly 12,600 adult volunteers. They come from 63 counties in southeast Missouri, southern and central Illinois, and the St. Louis Metropolitan area. For more information call 314-361-0600 or visit [www.stlbsa.org](http://www.stlbsa.org)

***End or Close***

*For press releases submitted to print news outlets, it is important to indicate their ending with the following symbol — ### — which is to be centered at the bottom of the page. This way no extra text can be mistakenly published as part of an official company announcement*.

*Real Example:*

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Important Note:

Any individual distributing a press release is speaking on behalf of the Greater St. Louis Area Council, BSA. Without exception, all press releases are to be approved by Dave Chambliss, Director of Marketing, prior to distribution. Press releases are sent to propose possible story ideas to targeted members of the media. The goal of a press release is to pique the interest of a journalist or publication.