**TEMPLATE Media Release**

This is a template media release for your T&R initiative. This would be sent to local media, Indigenous media, and law/legal-specific publications.

[Law Firm logo]

**MEDIA RELEASE**

[**BOLD, CAPITAL LETTERS**—insert title, just a few words to describe what’s in this media release]

**For immediate release**

[insert date], [insert location]—[inset a summary here.  No more than two sentences.  Again, what is the most important piece of information? Put it here.]

[“Put a quote here. Make up something that you want your spokesperson to say about this initiative”, said [name and title]”.

[Another paragraph or two about this initiative. Follow standard journalistic structure of the 5 w’s.

* What is this initiative about?
* Who is involved?
* Where does it take place?
* When will it take place/what are the timelines?
* Why do you want people to know about this initiative”

[“You can add a second quote from the same or a different person here”]

--END—

**About** [name of law firm]: [a brief paragraph about your law firm, approximately 3 or 4 sentences].

**For more information:**

[insert name of contact person]

[insert title of contact person]

[insert email address and phone number of contact person]