

SAMPLE PRESS RELEASE

Local media will be interested in your bookstore and League collaboration events. **Press coverage of your event can bring wider awareness of the value of your bookstore league partnership.** It can also help you build larger audiences for your future programs and events.

If you have a communications team, work with them to publish a press release. If you do not have a communications team, keep a list of local media outlets and journalists who cover small business, literacy, education, commerce, and elections. Use the template below to get started and, for more information, [visit this tutorial](#) from the Online Writing Lab at Purdue University.

COPY & PASTE PRESS RELEASE TEMPLATE →

Contact:
[Bookstore spokesperson]
[Title]
[Bookstore name]
[Email address]

[League spokesperson]
[Title]
[League name]
[Email address]

[Bookstore name] and [League name] will host a candidate forum on [day, date] at [time]. The event will take place at [location].

Candidates for [oNice] will deliver opening statements and respond to questions facilitated by [the event moderator] of [organization]. Attendees are encouraged to submit questions for candidates via the [link to:] event registration form. Questions from the public will be grouped by topic, with priority given to the most frequently submitted questions.

Invited candidates include [invite and list all candidates].

This event offers [institution/city/county] voters a unique opportunity to make their voices heard and meet candidates in the race for [oNice].

All are welcome and [link to:] registration is required. For more information, contact [event contact name]: [event contact email].