designasylum: *How to write a press release*

An Interesting Story...

A Press Release is not an ad so don't sell. The Publication is looking for information that is useful and of interest to it's readers. Make it a good story with a hook.

Make Headlines! Write it to grab attention - not sell your product or service. All CAPS.

A subhead should reinforce the headline with more info. Upper and Lower.

It's Journalism 101 -- the lead paragraph includes the who, what, when, where and how of the story. Think of your Press Release as an inverted triangle the editor may cut when he runs out of room. If only the first paragraph makes it in - you still have your story.

KISS - Keep it short ------.

Finally, spend a sentence or two describing your business and what you do.

#'s. End of story.

One more trick:
below the ###'s, add contact information. State if photo included.

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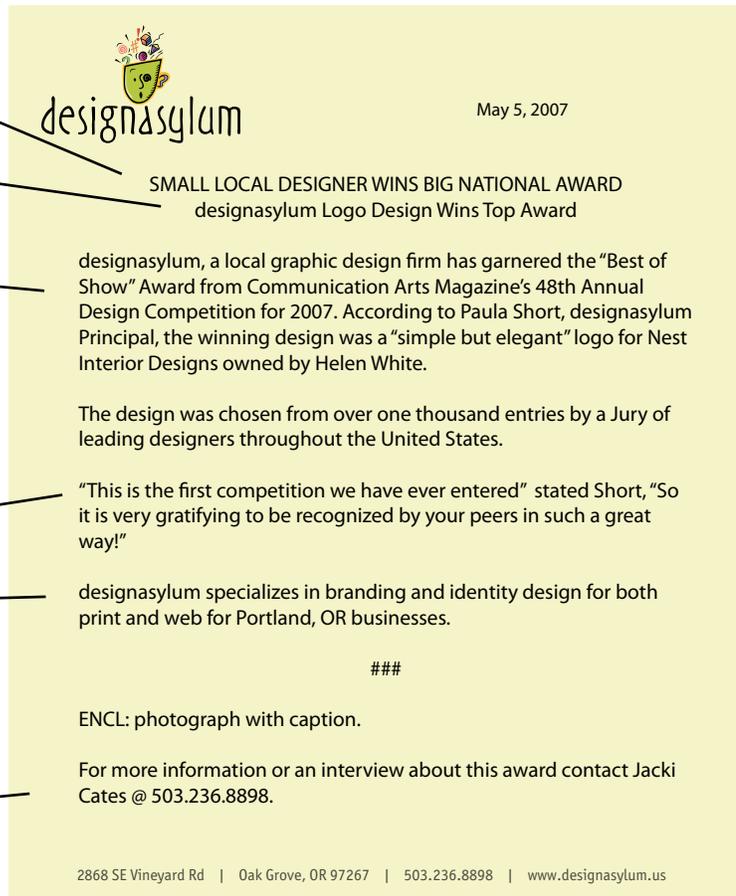
designasylum

May 5, 2007

SMALL LOCAL DESIGNER WINS BIG NATIONAL AWARD
designasylum Logo Design Wins Top Award

designasylum, a local graphic design firm has garnered the "Best of Show" Award from Communication Arts Magazine's 48th Annual Design Competition for 2007. According to Paula Short, designasylum Principal, the winning design was a "simple but elegant" logo for Nest Interior Designs owned by Helen White.

The design was chosen from over one thousand entries by a Jury of leading designers throughout the United States.

"This is the first competition we have ever entered" stated Short, "So it is very gratifying to be recognized by your peers in such a great way!"

designasylum specializes in branding and identity design for both print and web for Portland, OR businesses.

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ENCL: photograph with caption.

For more information or an interview about this award contact Jacki Cates @ 503.236.8898.

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Put together a contact list of:

Local Dailies
Local Weeklies
   Dont forget business and minority newspapers

Trade Publications

Radio Station Business News Editors
TV Business News Editors

Call and ask for exact contact names and addresses
Most media accept eMail, Fax or Regular Mail

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Crazy 'bout good design!