# A picture containing silhouette Description automatically generatedHow to write a media release

This document can be used to help you write and properly structure your media release. It should not exceed one page. The following identifies the type of information you should include in each paragraph, followed by a sample you can adapt.

Please send your **draft in an editable format (e.g. WORD)** to your OTF Communications Advisor for review two weeks before the event. They will get a quote from your MPP and return the completed media release to you to give to local media at the event or email it after the fact to media unable to attend.

* **Header:** Indicate it is a media release and include the date
* **Title**: Write a captivating title that will capture the attention of reporters
* **1st paragraph:** who, what, where, when and why
* **2nd paragraph:** MPP’s quote (will be provided by your OTF Communications Advisor. Please DO NOT contact the MPP office for a quote)
* **3rd paragraph:** description of your initiative/grant
* **4th paragraph:** quote from your organization’s representative
* **5th paragraphs:** your organization’s “mission statement” or any other important information about your organization’s activities (e.g.: what you do, history in the community, upcoming events, and your website address)
* **Final paragraphs**: Minister’s quote, your organization’s boilerplate (if applicable) and OTF’s boilerplate (will be provided by your OTF Communications Advisor)
* **Footer:** include the contact information for your organization’s media contact person

### Tips

* Limit media release to one page.
* Use plain language and avoid jargon or technical terms.
* Write your story as if the reader is learning about your project or organization for the first time.
* Include a photo from the event as a separate email attachment along with your media release. Include a list of who is in the photo from left to right. DO NOT include the photo in the same document as your media release.

### See template on next page that you can use to create your own, simply fill in the yellow sections with your own information. A completed sample follows for information purposes only.

YOUR LOGO

**MEDIA RELEASE**  **Date**

**$XX OTF Grant from the Ontario Government Gives Community a Lift**

**Town/City, ON –** On DAY OF WEEK (i.e. Friday), RIDING MPP NAME met with the team at NAME OF GRANTEE to hear more about the $X TYPE OF GRANT from the provincial government’s Ontario Trillium Foundation (OTF) that was used to DESCRIPTION OF PROJECT. The project will COMMUNITY IMPACT STATEMENT.

LOCAL MPP QUOTE HERE *(provided by OTF Communications Advisor)*

BRIEF DESCRIPTION OF PROJECT/HOW GRANT FUNDS WERE USED.

GRANTEE REPRESENTATIVE QUOTE HERE

BRIEF GRANTEE INFORMATION *(e.g. mission statement, services, history, upcoming events etc.)*

“Non-profit organizations across Ontario deliver programming that makes a difference,” said Neil Lumsden, Minister of Tourism, Culture and Sport. “That’s why funding that my ministry is providing through the OTF is so important. Our government wants to ensure that these programs and spaces remain the heart of communities across our province.”

GRANTEE’S BOILERPLATE *(if applicable)*

The Ontario Trillium Foundation (OTF) is an agency of the Ontario government with a mission to build healthy and vibrant communities across the province. Last year, OTF invested more than $110M into 1,044 community projects and multi-sector partnerships. Projects aim to enhance economic well-being, foster more active lifestyles, support child and youth development, provide spaces for people to come together and connect, and create a more sustainable environment. Visit [otf.ca](http://www.otf.ca/) to learn more.

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**Organization Contact for Media Inquiries:**

Name, Title

Name of Organization

Phone

Email

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**MEDIA RELEASE**  **January 5, 2024**

**$70,000 OTF Grant from the Ontario Government Gives Community Centre a Lift**

SAMPLE

**Mercury, ON –** On Friday, Mercury MPP Smith Johnson met with the team at Mercury Community Centre to hear more about the $70,000 Capital grant from the provincial government’s Ontario Trillium Foundation (OTF) that was used to install an elevator and make accessibility upgrades to the century-old building. The project will give people in the community improved access to programs and events at the Centre for years to come.

“This investment by Ontario’s Ministry of Tourism, Culture and Sport to install an elevator in this heritage building is great news for the people of Mercury,” said Smith Johnson, MPP for Mercury. “There are many in the community who will benefit from this and it ensures that the space remains accessible for all.”

In addition to the installation of an elevator, accessibility upgrades included the addition of a ramp at the primary entrance and modifications to existing washroom facilities. The Centre is used by a variety of community organizations for meetings, celebrations and fundraisers. And thanks to the Ontario government’s $70,000 grant through the Ontario Trillium Foundation, people of all abilities will be able to access both levels of the building.

"The impact of this Ontario government grant cannot be overstated,” said Jean Patterson, Chair of the Mercury Community Centre. “This grant has allowed needed renovations to be made. Our Hall is completely accessible and we can now accommodate everyone with mobility issues and serve our community better.”

The Mercury Community Centre is committed to preserving this space and ensuring that it remains accessible for many community activities over the course of the year. If you wish to enquire about using the space for your meeting or hosting an event, please visit the website at: [www.mercurycc.ca](http://www.mercurycc.ca)

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**Organization Contact for Media Inquiries:**

Jean Patterson, Chair

Mercury Community Centre

555-123-4567

jpat@mercurycc.ca