

# CHURCH PRESS RELEASE TEMPLATE



[YOUR CHURCH LOGO OR LETTERHEAD]

## FOR IMMEDIATE RELEASE

[CONTACT NAME]

[CONTACT PHONE NUMBER]

[CONTACT EMAIL]

[CHURCH NAME]

[CHURCH ADDRESS]

[MONTH DAY, YEAR]

**[HEADLINE—ALL CAPS, KEEP IT UNDER 50 WORDS IF POSSIBLE,  
DISCUSS OVERALL VALUE OF THE EVENT OR OPPORTUNITY]**

[CITY, STATE]—This is the body copy of the release—give the biggest, most important information in this first sentence. Include relevant details (what, when, where, why) in these next few sentences.

In this paragraph, include some of the details of the event or opportunity. Is there a highlight of the event, a grand prize, or a headliner to mention? Then talk through the rest of the details: Will there be food, games, prizes?

In this next paragraph you can give a little history of the event or heart behind it. This is a great place to feature some quotes from your lead pastor, a ministry leader, or a high-capacity volunteer with community buy-in. At least one quote is usually standard practice to add engagement and intrigue about your event.

This last paragraph can be for any additional information—rain-out plans, smaller details like where to park, or anything else worth noting. Don't force this paragraph if you don't have any additional information. Short and direct is always best.

## ABOUT [CHURCH NAME]

This is where you can copy and paste your boilerplate information about your church, featuring a short history, campus locations, or your mission and vision for your community. Try to keep it to 1–2 short paragraphs.

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*(This symbol is important—use it to tell journalists that your press release is finished.)*