**Suggested Headline: Compelling details in under 10 words**

 **FOR IMMEDIATE RELEASE – MONTH XX, YEAR**

**WINNIPEG, MB –** Your introductory sentence should be under 30 words. It should provide basic answers to the questions: who, what, when, where, and why.

The main body should be organized from the most important to less important information. Include unique facts and numbers. Include any pertinent funding details.

Include quotes from key spokespeople (or provide name and contact info so that a communications officer can reach out to them).

How does your story demonstrate The University of Winnipeg’s values in action? UWinnipeg is noted for academic excellence, Indigenous inclusion, environmental commitment, small class sizes, and campus diversity. We are always looking for stories that show these values in action.

What is the best way to reach you if your story is picked up by the media?

Are there any actions that you hope readers will take after reading your story? (ie: attend your event, fund your project, change behaviour or policy..)

Please send your draft to the University communications department for distribution, rather than sending it to media directly. Let us know if your release is embargoed or any other timing considerations.

Provide name, department, phone number, and email address for subject matter expert and any other key characters in the story.

Contact communications@uwinnipeg.ca with any questions.

 **MEDIA CONTACT:**

Name, Job title, The University of Winnipeg
Telephone. Email.

*UWinnipeg is noted for academic excellence, Indigenous inclusion, environmental commitment, small class sizes, and campus diversity. UWinnipeg is committed to improving access to post-secondary education for all individuals, especially those taking non-traditional paths to university.*