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## The press release is this:

Press release press release information message containing news about the organization and possibly the person issued a press release outlining its position on any issue and transmitted for publication to media. Usually contains the official position of the organization in response to a particular episode. Government officials sometimes issue press releases in the form of answers to questions. Press release is the main PR document in any organization. A press release allows organizations to inform the media about important events occurring in the organization and which are interesting or necessary for lighting the General public or specific target audience. Press releases are distributed amongst journalists at briefings and press conferences, or sent via means of communication. Press release is worth writing about if it is really interesting news, otherwise, most likely uninformative and unnecessary press release journalists will be left without attention and work on such press release will be meaningless. The material of the press release was printed in the media it is desirable that the material in the press release answered the following rules The better and more responsible press release above rules the more likely that it will be published in the press and not thrown in the basket. If the organisation repeatedly to send uninformative press releases about other materials coming from the same organization, journalists formed an opinion. The most common method of writing a press release is a news reference to a specific date including really non-existent. It can be a birthday, company Day 100-th customer, Day 100-day the existence of the company, etc. The title and lead of a press release are the most important in all of this document. It is for the first line defines a journalist I wonder whether the news of its publication or it can be discarded. So the title should be bright as much as possible to interest any who will start to read. The lead is the first paragraph. It should consist of one sentence which summarizes the essence of the news event, etc. it is important to specify information in the following order who is a participant in the events news, etc. that in the event the news when and where it occurred or will occur why it happened and how it happened. Press releases come in several varieties. A press release should not contain estimated data, or advertising information. it needs to be small in volume no more than two pages and contain information only about a single news. The information in the press release must meet the requirements

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