

Sample:
FOR IMMEDIATE RELEASE

For more information, contact:

Name

Phone

Email

[The Big WHAT] South Shore Habitat for Humanity Announces 14th Annual Birdhouse Show

[The Big WHY] Popular Spring Events to Drive Fundraising for Local Area Construction Projects

[Location] BRAINTREE, Ma., **[date of issue]** January 1, 2007 – **[Repeat the big what]** South Shore Habitat for Humanity today announced the details of the organization’s two most popular fundraising events - the Annual Birdhouse Show beginning April 27th and the Annual Gala & Auction on May 5th. **[All the key information should be included in the first paragraph in case the reader does not read any further – make it easy for reporters to get the right information]**

[Fill in the details – what else should people know? What are the fun details about the event?] Beginning Friday, April 27th area residents are invited to “flock” to the South Shore Plaza for the 14th Annual Birdhouse Show, South Shore Habitat for Humanity’s largest fundraising event of the year. **[Stress the goal and point of the event]** Hundreds of unique, locally made and hand-painted wooden birdhouses will be on display and available for purchase. Artists have the opportunity to enter their houses into a competition for Best in Show, Most Creative, Most Whimsical, People’s Choice and Best Artistic Skill. This popular sale will help bring housing to those in need – including our fine, feathered friends! **[Get creative and generate some excitement – what can people look forward to? What is cool/unique/different about this event?]** South Shore Habitat for Humanity volunteers and staff will also be available to answer questions about housing issues in the community, opportunities to be involved and the plans for creating more homes for South Shore families in 2007.

[End with a way for people to get more information] For more detailed information on this event or to learn how you can help support South Shore Habitat for Humanity in your community please visit www.sshabitat.org.

[At the end of the release include the “boiler plate” the brief description about the organization – the boiler is a standard piece of text, it should NOT be edited – but you should grab the updated version from the LPC resource page regularly as the numbers change as more families are helped!]

About South Shore Habitat for Humanity

South Shore Habitat for Humanity helps families living in inadequate housing to build and move into simple, decent homes of their own. Since the organization’s inception in 1986, 43 homes have been built in partnership with over 70 adults and 150 children. South Shore Habitat for Humanity is an independent, volunteer-driven, nonprofit organization that works in partnership with families, individuals, congregations, and community and business leaders throughout 35 towns and cities south and southwest of Boston.

The organization uses a comprehensive evaluation process, founded on Habitat for Humanity International and H.U.D. guidelines, to select homeowner families based on need, income, and willingness to partner with Habitat. Families purchase South Shore Habitat for Humanity homes at cost, through a 20-year, no-interest mortgage. A perpetual deed restriction maintains the affordability of the house. The cost of building each home is raised through private donations, corporate contributions, and through the support of faith congregations throughout the greater South Shore. For more information please visit www.sshabitat.org.

How to Write a Public Service Announcement (PSA)

Key points:

- Keep the PSA to under 30 seconds
- Read out loud to hear how it sounds
- Make sure all key details/logistics are included - where, when, why
- Generate some excitement - use key adjectives/descriptors (e.g. exciting, biggest, fun-filled)

Sample PSA:

Birdhouse Show and Annual Gala 2007 PSA Script

South Shore Habitat for Humanity is gearing up for its
Biggest fund-raising events of the year!

The 14th Annual Birdhouse Show,

April 27, 28 and 29th at South Shore Plaza in Braintree will feature beautiful, decorative
and functional birdhouses on display and for sale!

Then come experience an unforgettable evening of great food, lively entertainment,
and amazing auction items at The Annual Gala & Auction

May 12th at Reebok World Headquarters

Check our web site for more information:

ss - habitat dot org ,

or call 781 - 843 - 9080

South Shore Habitat for Humanity!