

Book Fair Press Releases

Use this as a guide to creating a media announcement of your Book Fair. This information can be copied into your word processing program and mailed or faxed to newspaper editors or radio station news or public affairs directors. It can also be e-mailed to these people if you find their e-mail addresses on the publication or station web sites. The press release should be sent out when you distribute the flyers to your parents—at least four weeks in advance of the order deadline. This press release can also be used to announce the Book Fair to the families in your school or organization. You might include a photograph of your Book Fair Coordinator looking at the Book Fair flyer with two or three children.

Press Release Template

For more information, contact:

[Insert name, daytime telephone number and e-mail of person who handles publicity or fund-raising OR Book Fair Coordinator]

FOR IMMEDIATE RELEASE

[school/group name] Schedules Parenting Press Book Fair

Looking for books about kids? Or books for kids? Then you'll want to check out the dozens of books available now through the Parenting Press Book Fair at [name of school].

This fund-raiser offers you a convenient opportunity to order carefully-written books and support [name of school or project that you are raising funds for]. Orders will be taken until [deadline] by [name], Book Fair Coordinator, [contact information].

For a free flyer describing Parenting Press books, stop by [where flyers are available] or see <http://www.parentingpress.com/catalog.html#online>. Established in 1979, Parenting Press now offers nearly 100 books and publications. It also offers a free parenting e-mail newsletter, "News for Parents," available at www.ParentingPress.com.

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Here's how a completed press release might look:

For more information, contact:

Leigh Smith, Book Fair Coordinator
(300) 444-555, lsmith@firtreeschool.edu

FOR IMMEDIATE RELEASE

Fir Tree School Schedules Parenting Press Book Fair

Looking for books about kids? Or books for kids? Then you'll want to check out the dozens of books available now through the Parenting Press Book Fair at Fir Tree School.

This fund-raiser offers you a convenient opportunity to order carefully-written books and support the Fir Tree School parent education program, which offers three free public child-guidance workshops each year. Orders will be taken until Nov. 1 by Leigh Smith, Book Fair Coordinator, (300) 444-555, lsmith@firtreeschool.edu. They can also be dropped off in the Fir Tree School office.

For a free flyer describing Parenting Press books, stop by the school office or see <http://www.parentingpress.com/catalog.html#online>. Established in 1979, Parenting Press now offers nearly 100 books and publications. It also offers a free parenting e-mail newsletter, "News for Parents," available at www.ParentingPress.com.

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