

**PRESS RELEASE INSTRUCTIONS**

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**For Immediate Release**

**Contact: (appropriate officer or chair)**

**Phone:**

**Address:**

**HEADLINE USING ALL UPPERCASE**

***Subtitle in Italics***

Month, Day, Year, Location (including city and state)-The opening paragraph should contain a news **angle or hook to pique the media’s attention** and increase the chance of media coverage. This paragraph should also contain **Who, What, When, Where, Why, and How.**

The remainder of the body text should include any relevant information, including benefits of the event, statistics, area of impact, etc. Add quotes from branch president, community leaders, program partners or elected officials. The quote should be based on the press release topic and you should obtain the individual’s permission to use the quote.

***Add Boilerplate:***

***La Mesa-El Cajon Branch of American Association of University Women (AAUW) has been engaged in “equity for all” efforts since the 1950’s and is one of the largest branches in the state. AAUW empowers women and girls by advocating for more women in leadership positions, closing the gender pay gap and preventing sexual harassment and discrimination. We support girls entering STEM (Science, Technology, Engineering, and Math) careers. We use research, education, and advocacy at the national, state, and branch levels to accomplish our goals. Find us on our website for more information about this dynamic organization. We are always looking for members who want to make a difference!*** [***www.lamesaelcajon-ca.aauw.net***](http://www.lamesaelcajon-ca.aauw.net)***.***

At the end of the release, insert three # symbols to show that the press release is complete.

**# # #**

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**NEWSPAPER CONTACTS**

San Diego Union Tribune: [karen.pearlman@sduniontribune.com](mailto:karen.pearlman@sduniontribune.com) (She covers East county in the UT)

La Mesa Courier: [jeff@sdnews.com](mailto:jeff@sdnews.com)

Mission Times Courier: [jeff@sdnews.com](mailto:jeff@sdnews.com)

East County Magazine: [editor@eastcountymagazine.org](mailto:editor@eastcountymagazine.org)

East County Gazette: [editor@ecgazette.com](mailto:editor@ecgazette.com)

The Californian: [editor@eccalifornian.com](mailto:editor@eccalifornian.com)

KUSI TV: [news@kusi.com](mailto:news@kusi.com)



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