FOR IMMEDIATE RELEASE

[Date in XX/XX/XXX]

Contact: [Name, title and email of contact person]

**[Headline]**

[City, State] – [Paragraph 1 : Include dates of the event, and important details. This includes, who did what for and with whom.]

[Body Paragraphs: Every paragraph following the first should offer proof to back up claims made in the first paragraph. Include details regarding the event itself and specifics. Provide information about the project/event/organizer (given that the organizer is not Delta Upsilon). Feel free to include quotations from anyone participating. This can be as many paragraphs as necessary, but don’t overwrite. Press releases are typically no more than one page, two maximum. Try to stick the inverted pyramid rule: Beginning of release should include the foundation of your message (all the main info). As release goes on, you find smaller, more detailed piece of information.]

[Boilerplate: The final paragraph should always be boilerplate information about Delta Upsilon and the local chapter. Example: The Delta Upsilon Chapter at XXXXXX University/College was founded in 18##. Internationally, Delta Upsilon is the oldest non-secret Greek-letter society and is committed to its mission of *Building Better Men* through the Four Founding Principles of Friendship, Character, Culture, and Justice. Delta Upsilon has XX chapters and colonies throughout the U.S. and Canada. More than ##### men have joined the XXXX University chapter since its founding. – If co-hosting an event with another organization, include a boilerplate for them, as well.]

###