

**Sample News Release
for Your Area Media**



NEWS

A M V E T S

(your address)

FOR IMMEDIATE RELEASE

POC (name)

(phone #)

AMVETS Because We Care Day
Sponsored by AMVETS Post # _____

(Your city/town,) Date — AMVETS, the nation’s fourth largest veterans service organization will be distributing personal hygiene kits to their comrades at the Veterans Affairs Medical Center, on Wednesday, April __, 200__.

AMVETS volunteers provide over 220,000 hours of service annually at VA Medical Centers all across the country. Based on the Independent Sector formula for calculating the value of volunteer hours, AMVETS has provided over \$3,800,000 worth of services to the government in helping to provide quality care for our nation’s heroes.

Commander (name) of AMVETS local Post # said “Because We Care Day is our way of saying Thanks for their service and sacrifices made to keep this country free.” Anyone, not just veterans, may volunteer at VA Medical Center. Just call their voluntary service office at _____.

AMVETS Post # also conducts local community programs such as; **be specific in naming one or two programs or projects.**

A leader since 1944 in preserving the freedoms secured by America’s Armed Forces, AMVETS provides, not only support for veterans and the active military in procuring their earned entitlements, but also community services that enhance the quality of life for this nation’s citizens.

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www.amvets.org

- Start with the who, what, where, when and why in your first paragraph.
- Localize and personalize your release (Use quotes from your post commander to put a human face on your news.
- Include information that is relevant to your community.
- Avoid AMVETS jargon and acronyms.
- Tell why your news is relevant by using facts/statistics and tangible examples.
- Include contact information and date of release.
- Include an eye-catching “headline” that captures the “essence” of the news.
- Always close with a “boilerplate” paragraph about AMVETS and your post.
- Limit to 1 or 1 ½ pages.