European Network
of Cancer Registries

Elements of a press release

1. Headline:

   •**Short and Engaging**: Capture attention with a concise, compelling headline.

2. Subheadline (optional):

   •**Additional Information**: Provide a brief expansion on the headline, if necessary.

3. Introduction:

   •**Date and Location**: Include the date and location of the announcement.

   •**Brief Overview**: A short introduction to the main news or announcement.

4. Body:

   •**Main Announcement**:

   - *What*: Clearly state what is being announced.
   - *Who*: Identify the key people, companies, or organizations involved.
   - *When*: Mention any relevant dates or timelines.
   - *Where*: Include location details if applicable.
   - *Why*: Explain the significance of the announcement.

5. Key Points or Highlights:

   •**Bullet Points**:

   - *Benefit or Impact*: Describe the primary benefits or impacts of the news.
   - *Unique Aspects*: Highlight any unique or standout features.
   - *Quotes*: Include notable quotes from key stakeholders, if applicable.
   - *Stats or Data*: Provide relevant statistics or data points.

6. Call to Action:

   • **Next Steps**: Suggest what the reader should do next (e.g., visit a website, attend an event).

7. Contact Information:

   • **Media Contact**: Name, phone number, and email of media contact.

   • **Company Information**: A brief background about the company or organization.

8. Additional Information (if necessary):

   • **Attachments or Links**: Mention any attached files or links to further resources.