

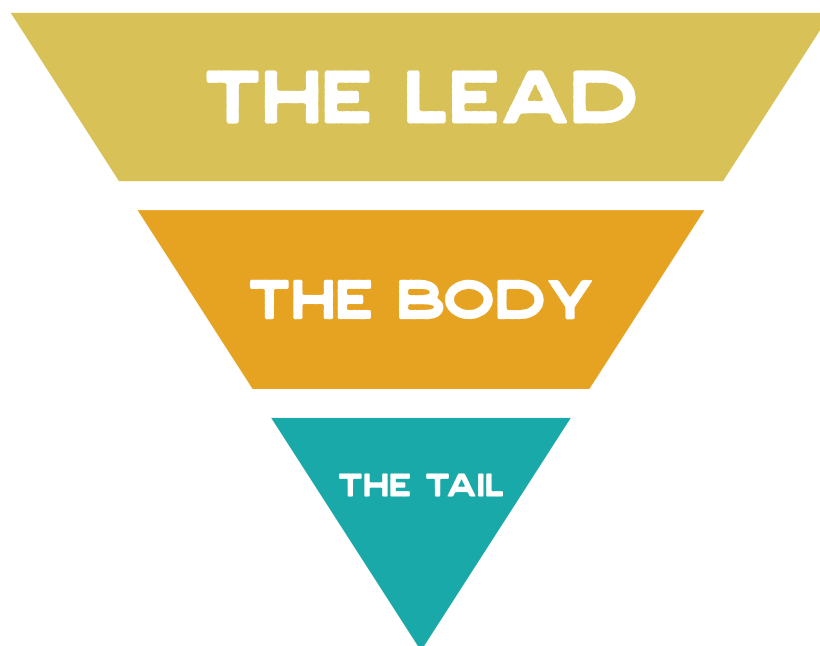


# CORPUS CHRISTI SPORTS COMMISSION

## PRESS RELEASE

A well-crafted press release is essential for generating media coverage and spreading the word about your event. In this toolkit, we will guide you through creating a press release that captures your attention and highlights the critical details of your event. Let's get started!

### THE UPSIDE-DOWN PYRAMID STRUCTURE AND IMPORTANCE OF FIRST IMPRESSION



The upside-down pyramid structure is a widely used writing style for press releases. It involves placing the most important and attention-grabbing information at the beginning and then gradually providing additional details in descending order of importance. This structure ensures that journalists and readers quickly grasp the key points even if they only read the first few paragraphs. Here are some tips for effectively utilizing the upside-down pyramid structure:

- Lead with the most important information
- Support with additional details
- Use clear and concise language
- Include quotes
- Format for easy scanning

## 1. Header Section

The header section provides the necessary information for immediate identification. Include the following details:

- **Event Name:** Clearly state the name of your sporting event.
- **Date:** Mention the date of the press release
- **Contact Information:** Provide the name, title, phone number, and email address of the primary contact person for media inquiries.

## 2. Headline and Subheadline

Create a compelling headline that grabs attention and conveys the essence of your event. It should be concise and captivating. Consider including the following elements:

- **Action Words:** Use strong verbs to create a sense of excitement.
- **Event Details:** Mention the sport, location, and any notable participants or features.
- **Unique Selling Points (USP):** Highlight what sets your event apart.

Support your headline with a brief introduction that expands on the main message and entices readers to continue.

## 3. Introduction

The introduction should provide a concise overview of your event. Answer the following questions:

- **What:** Describe the event, including the sports, teams, or participants involved.
- **When:** Mention the date, time, and duration of the event.
- **Where:** Provide the venue and its significance.
- **Why:** Explain the purpose or significance of the event, such as its contribution to the local community or its alignment with a more significant cause.

## 4. Body

The body of the press release should delve deeper into the details of your event. Consider including the following:

- **Background:** Provide relevant context about the sport, previous editions of the event, or any historical significance.
- **Key Features:** Highlight unique elements, such as celebrity appearances, special performances, or innovative aspects of the event.
- **Schedule:** Provide an overview of the event schedule, including essential matches, ceremonies, or entertainment.
- **Participating Teams/Athletes:** Mention special teams, athletes, or coaches involved, emphasizing their achievements or records.

## 5. Quotes

Include one or two compelling quotes from event organizers, participating athletes, coaches, or key stakeholders. Quotes add credibility and a personal touch to the press release.

## 6. Event Information

Provide detailed information about how attendees, spectators, and media can engage with your event. Include the following details:

- **Ticketing Information:** Mention where and how tickets can be purchased.
- **Media Accreditation:** Outline the process for media representatives to apply for accreditation.
- **Social Media:** Provide links to official social media accounts or event hashtags for real-time updates and engagement.
- **Website:** Include the event website for further information, registration, or ticket sales.

## 7. Closing

Conclude the press release with a brief paragraph summarizing the key points and reinforcing the event's significance. It can also include a call-to-action for journalists to request additional information or interviews.

## 8. Boilerplate

Include a short section about your organization. Highlight your mission, vision, and any relevant achievements or partnerships.

## 9. Contact Information

- Finally, reiterate the contact information of the primary media contact person for any follow-up inquiries.
- Remember to proofread and edit our press release for clarity, grammar, and formatting before distributing it to the media, including high-resolution event images.

# PRESS RELEASE

[Company Name]

[Company Logo]

## FOR IMMEDIATE RELEASE

[Headline About Your Event]

[Subheadline]

[Date]

[City, State]- [Event Name], the highly anticipated [Sport] event of the year, is set to captivate audiences on [Event Date]. Featuring [Notable Participants/Teams] and [Unique Features/Highlights], this thrilling competition promises an unforgettable experience for sports enthusiasts and fans alike.

### Introduction:

[Event Name] is an exhilarating [Sport] event that will take place on [Event Date] at [Venue Name]. This prestigious gathering will unite top athletes worldwide, showcasing their incredible skills and dedication to the sport. With its [significance/Purpose], the event aims to [Contribution/Alignment with a Cause].

### Body:

The [Sport] event has a rich history and legacy, with [Background/Previous Editions/Historical Significance]. This year's edition will feature [Key Feature/Unique Elements], including [Special Performances/Celebrity Appearances/Innovative Aspects]. Spectators can look forward to a jam-packed schedule, including [Essential Matches/Ceremonies/Entertainment].

### Quotes:

"[Event Organizer/Organizing Committee Representative]" said, "[Compelling Quote that Conveys Excitement or Importance of the Event]."

### Event Information:

[Event Name] is open to all community members who wish to participate, spectate, or support local sports. To join in the excitement:

- [Registration Detail].
- [Event Hashtag].
- [Event Website].

### Closing:

[Event Name] presents a fantastic occasion to celebrate local sports, foster community engagement, and embrace an active lifestyle. Don't miss this opportunity to get involved and be part of the excitement. For further information or media inquiries, please contact [Contact Name] at [Contact Phone Number] or [Contact Email Address].

### Boilerplate:

[Your Organization's Name] is committed to promoting community well-being through sports and recreational activities. With a focus on [Mission Statement], our organization strives to create opportunities that inspire individuals to lead active and healthy lives while fostering a sense of unity and pride in our local community.

### Contact Information:

[Company Name]

[Contact Title]

Phone: [Contact Phone Number]

Email: [Contact Email Address]