

## **News From Beth El Temple – West Hartford, CT**

### **Headline That Includes Attractive, News Reason To Publish Coverage**

- Sub Headline To Provide Additional Information To Give Purpose For Coverage –

For immediate release: June 1, 2011

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(West Hartford, Connecticut) – Paragraph that summarizes and repeats headline and optional sub headline that includes the reason why this press release is important.

Paragraph supporting first paragraph that includes additional important information.

Paragraph which includes quote from committee head about specific event or news item.

“We have prepared a tremendous event for children of all ages in West Hartford and the surrounding towns,” said Gloria Gold, co-chair, Beth El Temple Education Committee.

Additional paragraph if necessary providing background information about the specific event or program that may be used by media outlet.

Paragraph about specific Beth El sponsoring club or program.

Beth El Temple is an egalitarian congregation affiliated with the United Synagogue of Conservative Judaism. The synagogue strives to create, sustain and strengthen Jewish unity and continuity through personal involvement in meaningful worship, ritual, learning and social action. Located at 2626 Albany Avenue, West Hartford, Connecticut, Beth El Temple is home to worshippers who live throughout central Connecticut. For more information, contact Beth El Temple at (860) 233-9696, visit [www.bethelwesthartford.org](http://www.bethelwesthartford.org) or the temple's Facebook Fan page at [www.facebook.com/bethelwh](http://www.facebook.com/bethelwh).

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### **Notes About Press Release Template**

- only use 12 pt, arial font
- headline should entice reader to learn more about news
- do not capitalize all words in head or sub-headline
- sub-headline is optional
- some of the listed paragraphs are optional
- note exact format for quote
- write press release in third-party position
- basic facts are crucial
- a little repetition is not bad
- fundraisers or sales benefit ?
- keep branding intact – “Beth El Temple”, not BET or abbreviations
- remember 5 w’s – who, what, why, when, where