



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**FOR IMMEDIATE RELEASE**

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**Headline – (use Heading 1; text should be in title case)**

*Subhead – (use Heading 2 and italicize; text should be in sentence case)*

[CITY/COMMUNITY, DATE] – This paragraph, referred to as the “lead”, offers the most important and newsworthy information. The lead should include the five W’s: who, what, when, where and why. This paragraph should be brief – three to four short sentences.

The second paragraph can be either an expansion of the lead, with supporting information. It can also be a direct quote from your spokesperson. Most news releases include a quote that reporters can use if they don’t interview a spokesperson. Determine the most impactful person to quote and information to deliver. Be sure to provide the person’s full name, title and name of YMCA. The quote, which should complement information provided in the lead, can be placed in the second or third paragraph.

The next several paragraphs should explain the newsworthiness of your announcement. The paragraphs support what was announced in the lead, as well as details related to your announcement.

A news release is typically no more than two pages. If you have additional information, separate that into fact sheets to accompany the release or be made available upon request.

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**About the YMCA of South Florida**

The Y is a leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. Every day, the Y works hard to build healthy, confident, connected and secure children, adults, families and communities through over 200 afterschool, preschool, special needs, sports, camp and youth programs, family centers, and senior health outreach sites. To learn more, visit [www.ymcaofsouthflorida.org](http://www.ymcaofsouthflorida.org), connect on Facebook or Twitter, or call a Y near you.