

# **Press Release Template**

## ***Full Beds Forever: Care Home Marketing Resource***

### ***Introduction***

This press release template will help you create professional press releases to gain media coverage for your care home.

Local media coverage is a powerful, low-cost way to raise awareness of your care home in the community.

### ***Press Release Structure***

Headline: Clear, concise summary of the news (10-15 words)

Subheading: Additional context or detail (optional)

Dateline: City and date

First paragraph: Who, what, when, where, why

Body paragraphs: Additional details, quotes, context

Boilerplate: Standard description of your care home

Contact information: Name, phone, email of press contact

### ***Newsworthy Topics***

Care home achievements and awards

Significant anniversaries or milestones

New services or facilities

Community events or partnerships

Resident achievements or special birthdays

Staff accomplishments or appointments

### ***Distribution Tips***

Build relationships with local journalists

Send to relevant publications (local newspapers, industry magazines)

Follow up with a phone call 1-2 days after sending

Share the press release on your website and social media

Include high-quality images when possible