**How to write a Media Release**

This document can be used to help you write and properly structure your media release. It should not exceed 1 page. The following identifies the type of information you should include in each paragraph, followed by a sample you can adapt. Once drafted, send to your Communications Advisor for review and to get the quote from your MPP.

***Header:***Indicate it is a Media Release and include the date

***Title:***Write a captivating title that capture the attention of reporters

***1st paragraph:***who, what, where, when and why (if the release it associated to a recognition event, mention the event here, if the release is simply about the grant, only mention the grant)

***2nd paragraph:*** MPP’s quote (your OTF Communications Advisor will get the quote from the MPP. Please do not contact the MPP office for a quote)

***3rd paragraph:*** description of your initiative/grant

***4th paragraph:*** quote from your organization’s representative

***5th/6th paragraphs:*** your organization’s “mission statement” or any other important information about your organization’s activities (e.g.: what you do, history in the community, upcoming events, and your website address)

***Last paragraph:*** OTF tagline (will be provided by your OTF Communications Advisor)

***Footer:*** include the contact information for your organization’s media contact person

**MEDIA RELEASE** **Date**

**$70,000 OTF Grant Gives Community Centre a Lift**

**Town/City –** In YEAR, NAME OF GRANTEE received a $70,000 KIND OF grant from the Ontario Trillium Foundation to install an elevator and make needed accessibility upgrades to the century-old building. The project was completed WHEN and will give people in the community improved access to programs and events at the Centre for years to come.

“This investment by the Ontario Trillium Foundation to install an elevator in this heritage building is great news for many in our community,” said NAME, MPP for RIDING. “There are many in the community who will benefit from this and it ensures that the space remains accessible for all.”

In addition to the installation of an elevator, accessibility upgrades included the addition of a ramp at the primary entrance and modifications to existing washroom facilities. The Centre is used by a variety of community organizations for meetings, celebrations and fundraisers. And thanks to the $70,000 grant from the Ontario Trillium Foundation, people of all abilities will be able to access both levels of the building.

"The impact of this Ontario Trillium Foundation grant cannot be underestimated,” said NAME, Chair of the NAME Community Centre. “This grant has allowed needed renovations to be made. Our Hall is completely accessible and we can now accommodate everyone with mobility issues and serve our community better.”

The NAME Community Centre is committed to preserving this space and ensuring that it remains accessible for many community activities over the course of the year. If you wish to enquire about using the space for your meeting or hosting an event, please visit the website at: [www.anycommunitycentre.ca](http://www.anycommunitycentre.ca)

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. Last year, nearly $112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario’s non-profit sector. In 2020/21, OTF supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19.

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**Media Contact:**

Name, Executive Director

Name of Organization

Phone

Email