MEDIA RELEASE

[INSERT LEVEL/SUITE NUMBER]

[INSERT STREET ADDRESS]

[INSERT CITY, STATE, POSTCODE]

**T** +61 0 0000 0000 [insert landline]

**E** [media@redcross.org.au](mailto:media@redcross.org.au)

**redcross.org.au**

ABN: 50 169 561 394

**Date here  
If appropriate, put: Embargoed until XX:YY, Date here**

**Media release headline here**

Text goes here. Write it with aim of it being repeated word for word in a newspaper.

Think of your audience – who are you hoping to reach? What do you want them to hear? What do you want them to do? Include any key contact details you want people to be aware of.

Also:

* One sentence per paragraph
* Use bullet points to emphasise key numbers if appropriate

Keep it brief!

**For media queries, contact** [media@redcross.org.au](mailto:media@redcross.org.au) or 1800 733 443

­­