

SAMPLE PRESS RELEASE

To generate some positive media interest, send a press release to community media outlets a few days before the event. Use this sample press release as an example of how to structure your own.

FOR IMMEDIATE RELEASE

Sunnyville Community Hosts Cook-off to Benefit Médecins Sans Frontières/Doctors Without Borders *Bring your appetite and humanitarian spirit!*

SUNNYVILLE, June 3, 2012 – The Sunnyville community unites for an international cause for the 5th Annual Community Cook-off, a fundraiser on behalf of Médecins Sans Frontières/Doctors Without Borders (MSF). This delicious event will be held at 16 Sunny Street in the Sunnyville Community Centre on Thurs., Aug. 15, 2012 at 2 p.m.

“We are so lucky to live in a country like Canada, where our kids can go to school and not worry about war or disease like malaria,” says Jane Doe, President of JD and Co., a sponsor of this year’s event. “At JD and Co., we are always looking for ways to give back to our community and this event is not only giving back to the local community, but the global one as well.”

The Sunnyville community has held this volunteer-run cook-off every year for the past five years and each year, a different charity has benefited. This year, the Sunnyville community chose MSF because of their humanitarian work around the world.

At the cook-off, 20 residents of Sunnyville will don their chef hats and cook-off in an intensely entertaining showdown of culinary skills. The competitors will make appetizers, entrees and desserts, and the public will vote on their favourite. The winner will be crowned Top Chef of Sunnyville and JD and Co. will publish a book of the top recipes from the cook-off.

Tickets to the event can be purchased online or at the door for \$10. All proceeds will go to MSF.

About Médecins Sans Frontières

Médecins Sans Frontières (MSF) is an international, independent, emergency medical humanitarian relief organization that provides aid in over 60 countries to people affected by conflict, epidemics, disasters or exclusion from healthcare. In 1999, MSF received the Nobel Peace Prize for its global humanitarian work. For more information about MSF, visit www.msf.ca

For further information about this event, please contact:

John Smith, Event Organizer
(416) 555-5555
jsmith@domain.ca

###