



How to Write a Press Release

March 21, 2017
12:00 PM to 1:15 PM

COST: \$5.00/person for lunch

LOCATION: JARI Center for Business Development
160 Jari Drive (Richland Township)

PRESENTER: Shelley Johansson
Prime Design Solutions

This session will review the following topics:

- The anatomy of a good press release
- Promotion versus PR copy
- Uncovering potentially publishable topics within your business
- The vital role of quality visuals

How to Write a Press Release

Tuesday, March 21, 2017 12:00 pm – 1:15 pm

JARI Center for Business Development

REGISTRANT INFORMATION

Company _____

Address _____

City _____ Zip _____

Contact Name _____

Telephone _____

Fax _____

PARTICIPANTS (Please use a new form for additional participants)

1) _____

2) _____

3) _____

4) _____

PAYMENT INFORMATION

of Participants _____ x \$5.00 = \$ _____

This form is considered your invoice. Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

JARI, Attn: Lauren Brewer, 245 Market Street * Suite 200, Johnstown, PA 15901.

Please RSVP by Monday, March 20th, 2017 to Lauren Brewer

Phone: (814) 535-8675 / Email at lbrewer@jari.com

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance by contacting Michele Clapper at 814.262.8368.