

PR Tool Box Press Release

- **Key Takeaway:** Keep it simple; Write to be printed as is
- **How to Use:** Generate media coverage



FOR IMMEDIATE RELEASE

Very Interesting, Simple Headline (one line)

Additional fact or nuance that draws interest (if applicable)

CITY, STATE [Insert Date] –

Paragraph 1

Answer the questions What? and Where? (if applicable) and When? (if applicable) with a Hook that combines interesting info with subject of press release to draw readers in to wanting to know more and continue reading. Typically, no more than 5-6 lines of copy.

Paragraph 2

Answer the questions Where? and When? if not stated in Paragraph 1. OK to include one additional fact that supports the What? in Paragraph 1, if relevant.

Readers are likely to stop here. Important information must be in top two paragraphs.

Paragraph 3

Use a quoted source to answer the question Why? and to make your brand, company or product more personal to the reporter who may feel more like you're talking to him/her or his/her viewers and readers. This adds value, but if the reader doesn't get this far, they still know what's going on for the most part.

Additional Paragraphs, if needed

Provide details and facts that are nice but not necessary to know in order to understand the story. This could be background or history, fun facts, extended product descriptions, etc.

#

(# # # signals end of information to media)

Boilerplate

This is your basic "about us/About Me" section. It should also include a website link.

CONTACT: Name
E XXXX@XXXX.com
P XXX-XXX-XXXX

PR Tool Box Press Release

- **Key Takeaway:** Keep it simple; Write to be printed as is
- **How to Use:** Generate media coverage



Press Release Sample

Target Audience: Local Media, Local Community

FOR IMMEDIATE RELEASE

WHITEHOUSE, OH, August 22, 2022 – To the untrained eye, Jon’s Cross’s property in Northwest Ohio looks like many other wooded areas nearby. There are a lot of trees, birds and bugs.

Look further and this eight-acre parcel is actually a deliberately restored rare habitat that’s home to two different native plant communities, a fair number of rare plant species and a wide range of wildlife.

The difference? Property management. While the woods are beautiful in their own right, if left untended, invasive trees and plants can choke out native species. The result is property that doesn’t reach its full potential for landowners, plants or wildlife.

Cross isn’t a scientist or a trained conservationist. He’s a regular landowner in the Oak Openings region who was inspired to make a difference. He followed a five-step approach that included cutting down trees and controlled burns. Today he has plants growing that haven’t ever been documented in the Oak Openings or in Northwest Ohio.

“When we originally moved out to the country, we wanted wooded property,” said Cross. “I knew that we’d be living near the Oak Openings Metropark, but I had no idea that we lived in the Oak Openings Region – or that the region is considered one of the last 100 Great Places on Earth by The Nature Conservancy.

“Once I realized we lived within the globally rare habitat, then it was full steam ahead to do what I could do to preserve our little section of it. You could say it was a calling. I just felt a sense of duty to be a land steward and restore something that was once glorious but became overrun because of both human intervention (European settlers who developed the land) and lack of human intervention (to preserve it).”

Cross’ five-step approach to land restoration on his property includes:

1. Identify invasive species and know what you’re removing (maples, autumn olive, garlic mustard and some shrubs that can take over if not managed)
2. Remove invasives so that they don’t grow back. Most of the time pulling out invasives is enough, but sometimes selective use of herbicide helps prevent regrowth
3. Add a controlled disturbance to the soil to stimulate growth of natives (burn, shovel, rototiller, anything that moves the soil)
4. Discover and enjoy new plants as they grow
5. Monitor regrowth for maintenance to keep non-natives at bay

PR Tool Box Press Release

- **Key Takeaway:** Keep it simple; Write to be printed as is
- **How to Use:** Generate media coverage



“I started this project around 2002/2003,” said Cross. “We began to see some immediate results, but it took about 15 years to see some of the rarest plants come back. I took some time off along the way, but the thing that kept me going and continues to draw me in is the constant results. My neighbors have noticed, too. I’ve already started working with them to restore their five-acre plots in the Oak Openings. I also started restoration of a rare 12-acre wetland nearby.

“I realize that my property projects aren’t typical,” said Cross. “What I know for sure, though, is that anyone who lives in the Oak Openings can do something to help preserve this rare habitat. People travel all over the world to see the majesty of nature, but we have some right in our own back yard. I think that’s pretty amazing and if I can do something to help, I’m glad to do it.”

###

About Jon Cross

Jon Cross is an award-winning Oak Openings Region nature conservationist and an information technology leader. He and his wife, Susan Cross, are passionate advocates of connecting with nature to reduce stress and improve mood. They’re on a mission to help others experience firsthand the grounding power of nature through writing and speaking about their front-line preservation activities in the rare habitat where they live, The Oak Openings Region in Ohio. Learn more at www.zenvironment.life.

CONTACT: Susan Cross
E susan@susan-cross.com
P 419-913-9943