



## **GRANTEE PARTNER PRESS RELEASE TEMPLATE**

Below is a template for a press release that can be populated with your information and provided to local media. If you choose, you may also craft your own release and submit it to us for approval.

Please do not use a Newman's Own Foundation logo/letterhead or boilerplate at the end of the release. Feel free to use your own organization's logo/letterhead and boilerplate.

When prompted to select from a focus area, please choose the one below that is most closely aligned with your organizational mission.

### **\* FOCUS AREAS (for press release)**

- Bring joy to children facing serious illness
- Advance children's nutrition security in schools
- Advance children's nutrition security in U.S. Indigenous communities

## **TIPS AND TRICKS FOR WRITING PRESS RELEASES**

- **Headline:** This tells readers what the release is about, so it's important to make sure it's concise, engaging, and includes the necessary information.
- **First paragraph:** Make sure it can answer who, what, when, where, and why.
- **Quotes:** These personalize the story and highlight significant details about the organization and its cause.
  - Quotes can be from anyone who is important to your organization and is an approved external representative, such as a CEO, president, founder, etc.
- **Boilerplate:** This is essentially an "about us" section at the end of the release that gives a brief overview of your organization and what it does.
- Use succinct language!
- Always proofread! Make sure to have a few people look at the release prior to sending it out.
- Try and keep it to one page, though two is acceptable.

## **HOW TO SEND TO LOCAL, NATIONAL, OR INDUSTRY MEDIA WITHOUT ACCESS TO A PR PERSON?**

- Find "pitch a story" or "submit a news tip" email addresses or contact forms on media websites. These are often found on "contact us" pages.
  - Examples:

- **NBC News (national):** call the 24/7 PR hotline at 212-413-6142 or email [tips@nbcuni.com](mailto:tips@nbcuni.com).
- **The Washington Post:** To submit press releases or announcements, please email us at [legalnotices@washpost.com](mailto:legalnotices@washpost.com) with details of your submission to be put in touch with the department most closely related to the release.
- **Bloomberg:** email [release@bloomberg.net](mailto:release@bloomberg.net).
- You can distribute your press release for a fee using services like [E-Releases](#) and PRNewswire, which beyond reaching media also help with website SEO.
- Find more places to submit your press release by googling “press release submissions.”

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**NONPROFIT LOGO**

**FOR IMMEDIATE RELEASE**

**DATE**

**[ORGANIZATION] RECEIVES [DOLLAR AMOUNT] FROM  
NEWMAN’S OWN FOUNDATION TO HELP [FOCUS AREA]**

*Funding will help [TOPLINE PURPOSE OR INTENDED USE OF FUNDING]*

CITY, State., Date – [ORGANIZATION], [BRIEF DESCRIPTION OF ORGANIZATION], has received a [DOLLAR AMOUNT] grant from [Newman’s Own Foundation](#) to help [\*FOCUS AREA]. [ORGANIZATION] is excited to use the funding to [HOW FUNDS WILL BE USED, ANY GOALS].

Newman’s Own Foundation, a private foundation founded by legendary actor and philanthropist Paul Newman, is known for its radically good philanthropic legacy of “giving it all away.” The Foundation relaunched its mission in 2022 to be 100% focused on helping nourish and transform the lives of children who face adversity. Funded entirely by 100% of profits and royalties from Newman’s Own food and beverages, Newman’s Own Foundation has awarded [ORGANIZATION] funding as part of its efforts to bring joy to children facing serious illness, and advance nutrition security across the U.S., including Indigenous communities where funding has been historically low. [SHARE WHETHER FUNDING IS UNRESTRICTED.]

“[QUOTE],” says [EXECUTIVE NAME], [TITLE]. “[QUOTE CONTINUED].”

[ORGANIZATION] is dedicated to [MISSION AND HOW IT RELATES TO FOCUS AREA].

For more information on [ORGANIZATION], visit [WEBSITE]. For more information on Newman’s Own Foundation, visit [newmansown.org](http://newmansown.org). For more information on Newman’s Own food and beverages, which celebrated its 40<sup>th</sup> anniversary in 2022, visit [newmansown.com](http://newmansown.com).

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**About [ORGANIZATION]**

[BOILER PLATE]

**Media Contact:**

NAME

ORGANIZATION

CONTACT EMAIL

CONTACT PHONE