**How to Finish and Distribute the News Release**

Congratulations! You’ve achieved a new star level! This is great news, and worth sharing with your community. To help you get the word out about your achievement, we’ve included a template news release for you to share with your local media. First, you’ll need to fill in some details. Following are tips to make that easier.

INSTRUCTIONS - How to Prep & Distribute a News Release Announcing Your Star Level Upgrade:

1. Complete the template release on the next page by filling in the blanks, don’t forget to update the date!
2. (Optional) Snap a photo to pair with your release and add a caption in the template.
3. Send your release to your local news media.
4. Let us know when you send a release! We love to see our providers get the attention they deserve. Send an email to [lmosley@comgroup.com](mailto:lmosley@comgroup.com) confirming your news release was sent and what media outlets you sent it to. We’ll keep our eye out for it and may even give you a shout-out on social media when we see it!

PRO TIPS - What Makes a Good Quote:

A good quote in a news release:

* Explains why the news is important and benefits your audience.
* Is attributed to the director or owner of your facility.
* Adds to the release and doesn’t restate something already stated.

PRO TIPS – Photo Ideas:

* Get your staff to hold up your Better Beginnings Banner or Star Level Certificate.
* Focus on people and faces!
* Avoid photos with children, unless you have a photo release signed by a parent or guardian.
* Keep your photo tightly cropped and centered.

PRO TIPS - Distributing the Release

Once you’ve completed your release, send it to your local newspaper via email or drop off a hard copy at their office. Most newspapers have a general email address you can send releases to on their website. Consider sending your release to other outlets, too, such as radio stations or other places you get local news. You can even post the release on your social media page, website, or to a community page. Get creative!