

# Sample Press Release

## **Brief Assignment Overview:**

This sample press release is the final product of an assignment given in a course about Professional Media Writing. The assignment required the crafting of a press release representing the Chamber of Commerce in Milledgeville Ga. The prompt included the hypothetical event of a new program launched to aid small businesses with the provision of funding.

## **Things I learned:**

- I learned through this assignment how to write a press release that includes a story element.
- I learned how to properly format the press release and what to include before it is sent to news outlets.
- I learned how to strategically craft the story to efficiently promote the image of the represented organization throughout.

**Milledgeville Georgia**  
***Chamber of Commerce***

**PRESS RELEASE**

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**CHAMBER OF COMMERCE TO LAUNCH NEW  
PROGRAM TO HELP LOCAL BUSINESSES**

Milledgeville, GA- A program benefitting minority businesses in Milledgeville will be launched by the Chamber of Commerce Sunday, November 15.

The event will take place on the campus of Georgia College starting at 7 P.M. The president of Georgia College will deliver the keynote address and launch the fund on behalf of the Chamber of Commerce. Special guests such as the Mayor of Atlanta and the Governor of North Carolina will be in attendance.

The program will be used to launch a fund that will help minority businesses in Milledgeville. Minority businesses will receive grant money that will aid in their growth. The fund will also work with new business ideas and grant seed money to invest.

The Chamber of Commerce in Milledgeville works to support businesses small and large by providing funds for investment and growth. They have worked within the community to expand business since 1947. Programs such as the one launching on November 15<sup>th</sup> have created more economic prosperity and hope for the future of small businesses in Milledgeville.