## Sample News Release

Note: Chapter 12 includes a sidebar about finding your story’s compelling news angle. Here’s the news release we discuss in that sidebar. It generated substantial television and newspaper coverage for a mural dedication ceremony.

**For Immediate Release For Further Information:**

**March 10, 2010 Cassie Sanchez**

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**PRECITA VALLEY COMMUNITY**

**CELEBRATES NEW MURAL**

**DATE:** March 10, 2010

**TIME:** 1:30 p.m. to 5:30 p.m.

**PLACE:** Precita Valley Community Center

348 Precita Avenue (between Alabama and Florida Streets), San Francisco

**WHAT:** The community of Precita Valley will dedicate and celebrate the completion of a vibrant new mural covering the entire facade of the three-story, 75-year-old building that houses the Precita Valley Community Center. Festivities include live music by Cruzin’ Coyotes, poetry, guest speakers, refreshments, and an exhibit of low-rider bicycles by the San Pancho Bike Club.

The 30’ x 40’ mural reinforces the community’s focus on stopping violence, with powerful images of a family lovingly sheltered in the arms of a monumental angel; young ballplayers reaching upward toward the future; leaders of San Francisco’s first Carnaval celebration; and portraits of local children, youth, and staff from the Center.

The mural, designed and painted by master muralist Susan Cervantes, a community public artist for over 20 years, will be dedicated to the memory of Sylvia Menendez and Carlos Hernandez, a young couple slain in Precita Park in June 1996.

Stretching from Mission to Florida Streets, parallel to Cesar Chavez, Precita Avenue is a peaceful, closely knit community encircling Precita Park in San Francisco’s Mission District. The mural project, which brings the number of vibrant murals in the Mission to more than 200, was made possible in part by a grant from The Creative Work Fund, a San Francisco funding agency that supports partnerships between artists and nonprofit organizations for the creation of new artworks.

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