



Press Release Worksheet

Questions that should be answered in the first paragraph:

- What is the “big, newsworthy event”?
- Who is involved?
- What is happening/has happened?
- When is it happening/did it happen?
- Where is it happening/did it happen?
- Why is it happening/did it happen?

Questions that should be answered in the second paragraph:

- What are your five or six most impressive accomplishments?
- What is your website address?

Questions that could be answered in a third or possibly fourth paragraphs:

- What are some additional background details about the people or organizations involved? Who will the event benefit or affect?
- Are there any other related events, such as a lecture, demo, children’s event, etc.?
- What are some additional background details about the venue?
- How did the event come about or get started?
- Are there any relevant plans for the future?

Question that should be answered in the last paragraph:

- Who should the news media contact for more details, and how?

Once you have all of your details pulled together, arrange them in a press release following this format:

FOR IMMEDIATE RELEASE

Prestigious National Art Exhibit Celebrating the National Parks System Features Nationally Known Southern California Artist

Santa Barbara, CA, June 11, 2016 [always use the date you're sending out the release] - In honor of the U.S. National Parks Service's 100th Anniversary, the Plein-Air Painters of America has organized "Milestones," a group art exhibition at the Steamboat Springs Museum of Art. Each painting in the show highlights a different park in the national park system. Southern California artist Mary Smith will be one of the 36 artists featured in the exhibition, and Smith's painting depicts a scene from Yosemite National Park. Visitors to the Steamboat Springs Museum of Art, located at 801 Lincoln Ave in Steamboat Springs, can expect to see stunning landscapes and wildlife art created in a wide range of media and styles. The exhibition runs from August 5 through October 15, 2016, with an opening reception on August 12, and more details about the exhibition can be found on the museum's website at www.steamboatartmuseum.org.

Known for both her plein-air and studio landscapes, which can be seen on the artist's website at marysmithartist.com, Mary Smith is a Signature Member of the Plein-Air Painters of America, the Pastel Society of America, and the American Impressionist Society. Her paintings are in the collections of numerous private collectors, celebrities, and art museums, and she has been honored by her peers with dozens of top-tier awards, including a Gold Medal. A long-time resident of California, Smith currently lives near Santa Barbara. She says she finds endless inspiration in the state's varied terrain, particularly the coastline.

Founded in 1986 by artist Denise Burns, on Catalina Island, California, the Plein-Air Painters of America began as a small group of seasoned outdoor artists dedicated to painting from life, or "en plein air." This challenging method of landscape painting—in which artists generally only have about two hours to create a painting—was popular among the early Impressionists, but fell out of favor in the mid 20th century. Fortunately, dedicated artists like Smith have kept the tradition alive through organizations like PAPA. For the first two decades, PAPA held annual paint-outs followed by an exhibition in Avalon on Catalina Island. This format, unique at the time, has given birth to countless similar groups and events across the country. In 2007, PAPA expanded its format to include exhibitions in museums and art centers. For more information about PAPA, visit <http://p-a-p-a.com>.

For more information about the artist and the exhibition, contact: Mary Smith at mary.smith@gmail.com.