

How To Write a Press Release and what to do with it once it's written!

You know you ought to!

- But how do you recognize what's **newsworthy**?
- Should you **hire** someone to write it?
- How do you get the media to **publish** it?



Virginia and Maureen will help you discover what's newsworthy in your business and how to transform what you see as ordinary into something notable. In this workshop, you'll learn how to write an effective press release and be provided with a simple template for getting your message out. From this interactive presentation, you'll walk away with a press release of your own and information about how and where to send it.

When: Friday • May 20 • 8:00–10:00 am

Where: Small Business Development Center
431 Tenth Street • Santa Rosa

Cost: Advance reservations & payment \$12.
\$15 at the door.
Continental breakfast included.

RSVP: Cynthia Riggs: (707) 823-1602
cynthiar@comcast.net

Karen Widmer: (707) 965-3932
karenwidmer@earthlink.net

Payment: Send your check or money order to
CEE • POB 203 • Cotati, CA 94931

Virginia Reuter, owner of Rider Sonoma Advertising, specializes in managing collaborative advertising and marketing communications projects. Ms. Reuter expertly makes the complex simple through easy-to-follow instructions on how to create and incorporate press releases into a small business' public relations plan.

Maureen Lomasney, principal of Maureen Lomasney Communications, has been nationally recognized for developing and executing creative and effective marketing communications plans, activities and tools for growth. She also owns Tannery Creek Press and founded FUNERIA—a unique arts agency that promotes and sells artist-made funerary urns worldwide.

The Entrepreneurial Exchange Pact:

Entrepreneurs place top value on practical opportunities to learn from each other and the experts in subjects uniquely relevant to entrepreneurship. We commit to delivering a perfect blend of networking and instruction.

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