**How to Distribute a Press Release**

Included in this kit is a press release you can personalize and distribute to the media in your area. Press releases are helpful in promoting the good work associated with you and/or your practice. They can help raise awareness about the cause of poor vision, call attention to community resources, drive business, and differentiate your vision services in the area. In fact, a survey conducted by EVF found that 61 percent of customers would choose an ECP who supported a charitable cause over one who did not, and 85 percent of customers stated that EVF’s cause of helping children see clearly was very or extremely important to them.

Here are some tips on how to personalize and distribute your press release:

* **Personalize your press release**
  + There are several places in the press release where you need to add your name and the name of your practice. Once you’ve done that, we recommend you save the document as a PDF if possible.
  + Add your company logo to press release template. Media outlets may want high-resolution images of your logo such as a JPG or PNG file, so it’s a good idea to that ready if requested.
  + Add your boilerplate above Essilor Vision Foundation’s boilerplate. Feel free to use the EVF boilerplate as an example to create your own.
* **Determine distribution channels** 
  + Newspapers: Check the website(s) for the newspaper(s) in your city. Community, business or metro reporters are good contacts. Do an online search for other newspapers such as a business journal or a city newspaper and add the editors to your list.
  + City magazines: Magazines usually are working on an issue three months before it’s published. If you want to include magazines, look for local magazines that focus on what’s going on in your city. You can contact the editor.
  + Distribute your announcement to your own customers and vendor list via email or post it on your website.
* **Create an email**
  + Press releases are distributed by email. To make distribution easier for you, you can create one email with your name in the “To” box and the names of everyone who will receive your press release in the “bcc” box.
  + The subject line can be the title of the press release.
  + Write a brief email explaining that your practice is partnering with Essilor Vision Foundation to help children in your community and that more information is in the attached press release. Invite the media to contact the designated person in your practice and make sure that person’s name, email and phone number are in the email.
  + Attach the PDF copy of the press release to your email.