

Writing and sending a news release to area media or your industry trade journals is an inexpensive and effective way to increase awareness about your business and build your credibility in the marketplace. Next time you're searching for something to write about, consider these 30+ ideas:

## Announce...

1. New staff
2. Promotions
3. New contracts, partnerships, or agreements
4. Awards, certifications, special recognition
5. Education programs or workshops given/attended
6. Awards or award ceremonies
7. New service, product or program
8. New acquisitions
9. Sale of .....
10. New location or location changes
11. Year end sales figures or growth statistics
12. Special events
13. Change of schedule for any program, service or meeting
14. Reorganization of business
15. Retirement of....
16. Donations to local charities or community organizations (money or in kind time or expertise)
17. New board members, new committees, etc.
18. Fund raising events
19. Dignitary visits
20. Open houses
21. Dedication ceremonies
22. Annual meetings
23. Anniversaries
24. Special goals achieved
25. An appointment to a special committee
26. Need for volunteers

## Other ideas...

27. Write a letter to the editor
28. Pass a resolution
29. Adapt national reports and local surveys and issue a "state of the industry" report
30. Tie into a well known national day or week (ex. National Home Care Week, National Manufacturers Week)
31. Issue praise to employees, volunteers, professional associations, vendors
32. Issue a protest
33. Stage a demonstration
34. Stage a debate

