

101 Reasons to Send a News Release

1. Accomplishments
2. Alliance with another organisation
3. Anniversary
4. Annual conference
5. Annual report
6. Appearances on major events
7. Appointment to a board or committee
8. Articles by or about you
9. Awards you are receiving
10. Books you are writing
11. Books you have written
12. Books you are mentioned in
13. Charity sponsorship
14. Community classes you are sponsoring
15. Company birthday
16. Competitions you are running
17. Contest you are sponsoring
18. Contributions to charities, donations, scholarships
19. Controversial topic, where you stand
20. Death of major figure in your organisation
21. Debates
22. Employee trips
23. Expanded facilities
24. Expanded hours
25. E-zine you are starting
26. Free classes
27. Free demonstrations
28. Free information at your website
29. Free offer
30. Free samples
31. Fund-raising kick-off
32. Fund-raising report
33. Fund-raising goal
34. Grant you are giving
35. Grant you are receiving
36. Guest speaker you are hosting
37. Holiday events or programmes
38. Holiday you are declaring
39. Hostile takeover
40. Incorporations
41. Industry awards or commendations
42. Industry groups you are joining
43. Industry programs in which you are participating
44. Job change
45. Land purchase
46. Lawsuit you have filed or settled
47. Mergers and acquisitions
48. Move into new market
49. Name change
50. New address
51. New contract
52. New employees
53. New contracts, clients, customers
54. New processes or procedures
55. New products or services
56. New product offers
57. New product prices
58. Newsletter you are starting
59. Official announcement
60. Open house
61. Partnerships or strategic business alliances
62. Patents
63. Pilots you trying
64. Poll you have taken
65. Predictions
66. Prizes you are awarding
67. Prizes you have been awarded
68. Proclamations
69. Product recall
70. Public issues, where you stand
71. Public service announcements on radio/TV
72. Public stock offering
73. Publications
74. Radio show appearances
75. Rallies
76. Real estate transaction
77. Recruitment and retention strategies
78. Relocations
79. Research you are conducting, or results
80. Retirement
81. Sales promotions
82. Services for handicapped
83. Speaking engagement
84. Special events you are involved in
85. Special events you are running
86. Sponsorships
87. Studies you have been involved in
88. Strike
89. Survey you have taken
90. Tie-in with upcoming holidays
91. Tours of your company
92. Trade show where you are exhibiting
93. Trends you are seeing
94. Training seminars or other programs you attend
95. TV show appearance
96. Weather-related event
97. Website, or new service online
98. White paper or manuscript you have written
99. Workshop or seminar you are presenting
100. Workshop or seminar you are attending
101. Visit by celebrity or public figure

Use this handy list so you don't miss a chance to send a news release to newspapers, magazines, trade journals, radio and TV stations, online publications, or newsletters. More information on the topics above can be found in back issues of the bi-monthly subscription newsletter, **The Publicity Hound** featuring tips, tricks and tools for free publicity visit <http://www.publicityhound.com/backissues.html>