

For Immediate Release

Date¹

News Media Contact: John Doe

303.xxx.xxxx

Electronic version: email address²

**LUCKY CHARM NONPROFIT TO OPEN FACILITY FOR HOMELESS
LEPRECHAUN FAMILIES³**

Denver, CO⁴ – Lucky Charm Nonprofit will open a shelter for homeless leprechaun families in February 200X. The facility will house up to 20 families at a time, including a day-care program for up to 40 leprechaun children. The shelter, located at 123 Freckle Street in Denver, is being supported with a \$20,000 grant from Irish Spring Foundation.⁵

“For many leprechaun families, the proverbial pot of gold has turned out to be more elusive than they ever expected,” said Betty Doe, Executive Director of Lucky Charm Nonprofit. “With St. Patrick’s Day around the corner, we anticipate that the shelter will be full in no time.”⁶

The Mayor’s Office for Little Green Creatures estimates that there are currently approximately 150 homeless leprechaun families in the metro area. While most look for shelter beneath rainbows, Denver’s near-constant sunshine has made it difficult for many to find lodging on a regular basis.⁷

Page 1 of 2

¹ Format: January 1, 2000

² Include an email address if you can send a news release via email; many media outlets appreciate not having to retype information.

³ The title is usually most effective when it’s no more than two lines; just the most pertinent fact stated like a newspaper headline.

⁴ Or wherever the organization is headquartered

⁵ This first paragraph should contain the most important facts without too much detail.

⁶ The person being quoted should always approve the quote.

⁷ The media often finds statistics interesting. Just be sure they’re accurate.

In addition to transitional housing, the Lucky Charm Shelter for Homeless Leprechaun Families will offer job training, budgeting assistance and green clothing, including pointy-toed slippers. The day-care program will serve leprechaun children ages 0-6 with arts-and-crafts, limerick composition and dance instruction from Michael Flatley, the Lord of the Dance.⁸

Lucky Charm Nonprofit has been helping leprechauns since it was first started by Larry the Leprechaun in 1895. After making his fortune in the silver mines of Silverton, Colorado, Larry came to Denver in 1894 when the nation adopted the gold standard and the silver market crashed. Realizing that he was not the only leprechaun without talent for finding gold, he began distributing Irish Spring to dirty leprechauns in Denver's historic LoDo neighborhood. Lucky Charm Nonprofit has since become the largest provider of services to leprechauns in the area. For more information, visit magicallydelicious.org.⁹

###¹⁰

⁸ It is appropriate to provide more detail later in the release.

⁹ It's useful to have a standard description about your organization to include at the end of any news release. Always include a web address if possible.

¹⁰ The ### above is a standard way to indicate the end of a news release.