Quick Guide to Writing a Press Release: The Inverted Pyramid

The inverted pyramid is a style of writing used by journalists. According to this style, the most important information should be communicated the first one or two sentences.

When you submit a press release to a media professional, he or she will only read a few lines before deciding whether to read on or throw it away! Use the inverted pyramid to make sure the reader can understand your subject quickly.

Here is a picture that illustrates the inverted pyramid:

![Inverted Pyramid Diagram](image)

The first one or two sentences of your press release should be the most important and basic information. Often, this means answering Who? What? Where? When? Why? and How? in as simple a manner as possible.

In the middle section, you can explain your subject further. At the end, include the less important information, such as background information about your club or Friendship Force International.

[Click here](link) to read more and see some examples of Friendship Force press releases.

Questions? Contact the FFI communications coordinator at editor@thefriendshipforce.org.