**Topic 5 - Press Release Template**

Complete this template in order to help you gather the content that you need, based on a common and general press release format (the inverted pyramid style). When you create your press release, it will be approximately 300 words. Your press release draft will be due in Topic 7.

Headline: Experience Pattern Beauty at its New York Exhibition

Sub-Head: Pattern beauty to showcase new product line and give samples at a New York event

First Paragraph Content:

Who: Pattern Beauty, a natural hair care brand

 What: Has planned an exhibition for its new product line

 Where: The event will happen at the New York Expo Center

 Why: The event aims to create awareness on the product and give the target consumers a chance to sample the products.

 When: 16th April 2021

 How: The company will create exhibition stands for product viewing and sampling

Second Paragraph Content:

Who will be speaking on the company’s or campaign’s behalf? The marketing manager, Alyssa Armon, will be the primary spokesperson or the brand during the event.

What is there involvement? She will be sharing details of the new products and their benefits to the users.

Draft a QUOTE from this person – “Pattern Beauty has created some of the most hydrating hair products one can get in the market.”- Alyssa Armon

Third Paragraph Content:

Attendees to the event can expect to get some samples that they can test on their hair before they make a commitment to the products by buying them.

Fourth Paragraph Content:

The product development managers will be present to talk to the press where they will have a chance to explain the science behind the new product line.

The lead product development manager stated, “Pattern Beauty’s newest brand is based on science. We have invested in understanding hair and the products that can best work for it.”

Final Paragraph Content:

Any information about the brand and the event will be available on the company’s website at https://www.patternbeauty.com

**Reflection:**

The PR event plan above is created for Pattern Beauty, a natural hair care products company. The activity is an exhibition that is created for members of the community o come and interact with the products of the company. The exhibition is specifically created to increase awareness of a new line of products. The event is appropriate because it will create awareness of the new company products. People who attend the exhibition will get to interact with a new line that they have not before. They will also receive samples that they can test to see how they work with their hair.

This event is very appropriate for the targeted demographic. The event targets all community members, but especially black women with natural hair. This demographic takes time to trust a new product on their hair; thus, the availability of an event that clearly explains the products’ effectiveness in addition to the samples that they will get will increase their trust in the brand.