**PRESS RELEASE**

**[TITLE]**

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| Should include reference to EU, give incentive to read more. Should be catchy and informative. Limit your headline to less than 10 words. If there are more, better to add a subtitle. Make sure it highlights the most important piece(s) of information about the event/activity/etc. *Good practice:* ‘EU and Moldova review four years of EU support to agriculture"’*Bad practice:* ‘Legal Aid Service Enhances Support to its Beneficiaries and Lawyers’ |

**[SUMMARY/LEAD]**

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| Use up to three sentences (ideally two) summarizing the main points and all the key information about the event/activity/etc. Use numbers, when needed (but not abuse). As a recommendation, build your summary/lead based on ‘W’s: *What, Where, Why, When* and is it happening? *Who*’s involved? *Good practice:* An estimated 250,000 rural Moldovan benefitted from current European Union (EU) support. The EU Delegation to the Republic of Moldova announces third phase of assistance worth 230 million MDL within an event organized in Ialoveni attended by farmers from all over the country. *Bad practice:* On 19 December 2017, the 83rd meeting under the Incident Prevention and Response Mechanism (IPRM) was held in Cahul. The meeting took place in an open and constructive atmosphere. |

**[BODY]**

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| Should include:* Information/context about event (occasion, speakers, etc.);
* Quotes of EU representative, local partners and other relevant speakers (quote one beneficiary, if possible);
* Information about project (not purely technical info, but main objectives/results – in clear, ‘human’ language).

***NOTE:*** Use the KIS rule when writing the text/sentences: Keep It Simple  |

**[BACKGROUND]**

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| Information on project, programme, past support/assistance, overall EU policy, etc. |

**[CONTACT INFO]**

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| Be sure to include contact name, email, and phone number in case someone will have additional questions.*Example:* For further information or more details about the project/event/activity please contact Ion Sîrbu-Avasiloaie, Press and Media Officer, ‘Strategic Communication and Support to Mass Media in the Republic of Moldova’ project, ion@stratcom.eu; +373 000 00 000.  |