

There is an increasing amount of news, and its lifespan is limited. A journalist receives an average of 50 press releases per day. Before you start writing a press release, ask yourself if your information is news or an event that may interest a journalist (inauguration of a project, signing of an important partnership, etc.).



Press Release

HEADLINE (1 line maximum)

A good headline is one that's short and catchy. It should give the top line and a clear overview of the subject communicated.

Examples: "CNES and AFD: Partners in Spatial Innovation to Boost Development" or "Stronger Resources for AFD's Actions in Overseas France".

INTRODUCTION : Lieu, date – (4 à 8 lignes maximum).

- ⇒ *The most important message of the press release must be expressed in the first lines. The subject must be presented clearly to the reader.*
- Tip: keep in mind the questions Who, What, Where, When, How, Why, and How many, in order to get to the point and catch the reader's attention.*

BODY OF THE PRESS RELEASE (2 to 3 paragraphs of 4 to 8 lines maximum).

- ⇒ *The facts mentioned in the introduction can now be developed in a structured way, i.e., by prioritizing the information from the most to least important. A good press release must not exceed one page. The point is to give priority to the most essential information, as it's not possible to state everything in a press release.*
- ⇒ *It's important to back up what you say with figures, statistics, and projects. You can add one or more quotes that help give life to the subject and to give it credibility by providing it a point of view, especially if the quote is from an expert in the field or from the CEO. NB: If the press release involves several partners, there must be a quote from a representative from each one.*

PRESENTATION OF AFD AND CONTACTS:

- ⇒ Add the presentation of AFD (below) and the press contacts. If necessary, also add the presentation and contact details of the partner(s).

About Agence Française de Développement

Agence Française de Développement (AFD) implements France's policy on international development and solidarity. Through its financing of NGOs and the public sector, as well as its research and publications, AFD supports and accelerates transitions towards a fairer, more resilient world. It also provides training in sustainable development (at AFD Campus) and other awareness-raising activities in France.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis. We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustainable Development Goals (SDGs). Towards a world in common.

afd.fr/en

Press contact:

First name, Family name – e-mail – telephone