



Basic Guidelines for Writing a Press Release:

- **Include your organization logo**
- **Designate that the document is a Press Release**
- **Include the date that the news is released**
- **Your title should be direct and precise. Avoid adjectives and descriptive language in the title, simply tell the audience what it is you want them to know.**
- **All imperative information should be in the first paragraph. Oftentimes this is all people will read.**
- **The body should be as concise as possible, just get the information out there.**
- **Include contact information at the end of the press release**



Press Release

FOR IMMEDIATE RELEASE:

January 12, 2010

**A CELEBRATION OF LOVE AND ART WITH THE LINCOLN
ARTS COUNCIL AT BARNES AND NOBLE**

(LINCOLN, NE) - The Lincoln Arts Council announces a day of celebration and support for the arts at the Southpointe Pavilions Barnes and Noble on January 23, 2010. A portion of the proceeds will be donated when customers mention the Lincoln Arts Council as they make purchases.

In the spirit of Valentine's Day, between 2:00 and 4:00 p.m. local celebrities will perform readings of love letters from the book "Love Letters From Great Men and Women: From the Eighteenth Century to Present Day" By C.H. Charles. Among those sharing their reading talent are: Senator David Landis; Chet Kincaid, NET Producer; Dr. Mike Wortman, Principal at Lincoln High School; Sandy Van Pelt, Teacher at Adams Elementary; Melissa Epp, Actress and Director of Development at Lincoln Arts Council; Mark Epp, Talent Plus, Inc, Implementation Consultant; John Heineman, International Baccalaureate Program, Lincoln High School; and Patsy Koch-Johns, Drama Teacher at Lincoln High School. Feel like performing? Pop in between 2:00 and 4:00 pm for a spontaneous reading.

As a special thank you to those supporting arts in education, all educators will receive a 25% discount on books and a 10% discount on CDs and DVDs when they present identification.

The Lincoln Arts Council serves as the central arts information and service agency for the city of Lincoln. The Arts Council provides support for Lincoln artists and arts organizations through programs and services that sustain and expand the capacity of the Lincoln arts community.

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