



## COMMUNITY SUBMISSIONS

### PRESS RELEASES

The Kent Good Times Dispatch welcomes - and depends upon - press releases from the public.

Please review the guidelines *before* emailing [editor@kentgtd.org](mailto:editor@kentgtd.org).

#### GUIDELINES

- Correct and complete details should be submitted in a timely manner to provide adequate exposure, as well as lead time for readers to both take notice and plan to respond, especially if the release involves a dated event.
- Press releases should be submitted as soon as information is finalized. If a release involves a dated event, the release should be submitted as soon as possible.
- Receiving press releases less than two weeks before a dated event provides little time for the GTD to promote and the public to view and plan to attend activities.
- Last-minute submissions – especially those submitted after the deadline – risk not being published in a timely manner, or at all.
- A flier is not a press release.
- A press release does not have to be submitted more than once. Once a release is received, it is processed and available for viewing until the date of the event.
- If the date of an event or key information previously submitted and published needs to be updated, the editor should be notified by email ([editor@kentgtd.org](mailto:editor@kentgtd.org)) with an updated release and indicate in subject “Updated information for PR.” The editor will make the changes.

- The GTD reserves the right to edit all press releases. Excessive descriptors may be edited down or removed.
- All dates, days, times, hyperlinks and the spellings of names should be accurate and double checked before a release is submitted.
- Press releases should be double dated (i.e. day of week and date) to enhance weekly readership, as well as for archival purposes.
- A press release should include the who, what, where, when, and briefly why, if applicable.
- A press release must include pertinent contact information for readers, including the street address, especially if it involves a venue for an event, a phone number and/or email the public can contact for more information and/or registration, and a website, if applicable.
- A press release should be written in the third person, with full sentences and paragraphs (not segments, and no bulleted lists), and should not include question marks or exclamation points unless part of a direct quote.
- Photos submitted with a press release must include identification of any people in photograph, from left to right, first and last names, as well as any other information as to when, where photo was taken, and the photographer's name.

## **SAMPLE PRESS RELEASES**

### **SAMPLE 1**

Reception to 'Blooms Spring' art show

KENT - The Rory Smith Gallery will open its next exhibit, "Blooms Spring," with a reception Friday, April 5, from 3 to 5 p.m.

Following the reception, the exhibit will be open through Sunday, May 12.

The exhibit will feature watercolors by Charlotte Bud and Susan Wells, mixed media by Jane Gladstone, and sculpture by Rita Brighton, all of Kent, wood carvings by Jason Carston of New Milford, and watercolors by Kevin Jackson, Peter Robson and Will Emmons, all of Warren.

The show may be seen at the 5 Main St. gallery Mondays through Fridays from 1 to 5 p.m., and Saturdays and Sundays from noon to 7 p.m.

For more information, call the gallery at 860-555-5555, email [info@rorysmithart.com](mailto:info@rorysmithart.com), or visit [www.rorysmithart.com](http://www.rorysmithart.com)

## **SAMPLE 2**

Catholic services set in three towns

KENT—Christmas services in the three-church St. Kateri Tekakwitha Parish will be held Christmas Eve, Dec. 24, at 4 p.m. at Sacred Heart Church at 17 Bridge St. in Kent and 7 p.m. at St. Bridget's Church at 7 River Road in Sharon, and Christmas morning at 8 a.m. at St. Bernard's Church at 52 New St. in Sharon and 11 a.m. at Sacred Heart in Kent.

For more information, call 860-927-3003.

## **SAMPLE 3**

Youth Basketball program accepting registration

KENT—The new year will bring the beginning of the Youth Basketball program sponsored by Kent Park & Rec. The first week of play will be Monday, Jan. 8.

The program offers four different age groups: six 45-minute pre-K clinics on Mondays (adult participation required); kindergarten and first grade, 4 vs. 4 games on Tuesdays and Thursdays starting at 5:30 p.m.; second and third grades, 4 vs. 4 games on Mondays and Thursdays, starting at 5:30 p.m., and fourth through sixth grade one-hour clinics, days and times TBD.

The programs cost \$40 per child and sign-ups can be completed online on the [Park & Rec](#) page.

## **SAMPLE 4**

Tarot reading participants to receive shopping discount

KENT— A group Tarot reading will be held Wednesday, Jan. 25, at 6 p.m. at 45 on Main Coffee, Chocolate and Creamery.

Regina Olson and Patti Kitson will lead the reading at the 45 Main St. business.

No experience is necessary and Tarot decks will be provided.

Space is limited.

Admission is \$29 and will include 10 percent off shopping at 45 on Main and Tarot in Thyme.

For more information, call 860-592-0171.