

Press Release Template

The following is a template for drafting event-specific press releases. Copy and paste the template below into a word processing document. Items marked with [BRACKETS] require original, event-specific input. Make other alterations, additions or subtractions as needed.

Recycling easier than ever at [INSERT EVENT NAME]

[INSERT COMMUNITY] – [INSERT NAME OF EVENT] is boosting its recycling efforts and encouraging all visitors to take advantage of resources that make event recycling easier than ever.

Visitors who attend [INSERT EVENT NAME] [ON/BETWEEN] [INSERT EVENT DATES] can recycle [INSERT MATERIALS RECYCLABLE AT EVENT]. They should look for clearly marked recycling [BINS/COLLECTION POINTS] at [LOCATION OF BINS] and ask event staff if they cannot find them.

“We want everyone who comes to [INSERT EVENT NAME] to have a great time, and knowing that they can recycle and help the environment while they’re here is part of that,” said [EVENT REPRESENTATIVE]. “There’s no reason a big gathering like ours needs to produce a lot of landfilled waste.”

In Wisconsin, recycling materials like clean cardboard, plastic bottles and aluminum cans at public events and venues is required by state law and local ordinances. To learn more about event recycling in Wisconsin, visit the DNR website at dnr.wi.gov and search “recycling away from home.”

To learn more about recycling at [INSERT EVENT NAME], contact [INSERT CONTACT PERSON’S NAME] at [INSERT CONTACT’S 10-DIGIT PHONE NUMBER OR E-MAIL].