**How to Use Press Release Templates**

**PURPOSE**

Press releases are a standard tool for an advisory. They can be the primary public notice, or they can communicate the advisory and direct customers to the official public notice. Website links or phone numbers can direct customers to the location of the official notice.

**DIRECTIONS**

A press release must include 10 required elements, EPA health effects language, and Public Notification Rule (PNR) required language to qualify as an official public notice.

**The Tier 1 Public Notification Rule Compliant Press Release Template** includes the ten required elements and moves the most important customer information to the top. The PNR does not specify the order of the required elements.

For more information about required elements of a public notice, see the **EPA’s Revised Public Notification Handbook** and [**Appendix C: Online Resources, Public Notification, Safety, and Preparedness**](#_bookmark221)..