

# PRESS RELEASE SAMPLE

## LOGO/PICTURE

For immediate release

Contact name/Telephone number

## HEADLINE TO HOOK EDITOR AND PUBLIC

Paragraph 1    The 5 W's

All copy is double spaced.

Paragraph 2    More details of importance to the public

Paragraph 3    Background info

Paragraph 4    Address info

Use the above outline as a guideline: Paragraphs can be rearranged as you like to make an interesting and comprehensive impression on the editor.

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The above marks indicate the end of the press release.

Anything below this would not generally be included in the newspaper.

You might want to make a note here to the editor: To download photos, got to [www.xxxxxx.xxx](http://www.xxxxxx.xxx).

# PRESS RELEASE



FOR IMMEDIATE RELEASE

CONTACT: SHIRLEY KATZ 232.676.8732

## LOCAL ARTIST TO HOLD ONE-PERSON SHOW

Shirley Katz will exhibit 12 of her unique egg tempera paintings in a one-person show March 18-25, 2008 at Kramer's Gallery, 1854 First Avenue, Boston, MA. An opening reception honoring her will be held March 19, from 7 - 9PM, and is free and open to the public.

Katz's technical mastery of this ancient medium—egg tempera—has gained her national recognition. She won the Best of Show Award in the prestigious Masters Show in New York City in 2011, and her painting *Santa's Angels* received the Outstanding Painting Award for technical merit at the Professional Painter's Show in Dallas, Texas, that same year. Her paintings are in the collections of prominent citizens nationwide.

Egg tempera, a medium usually associated with medieval and early Renaissance painters, is essentially pure pigment suspended in a binder of egg yolk. It is an opaque paint that dries very quickly, meaning one layer of color must be "cross-hatched" over another. This helps to create the glow that egg tempera gives to artworks, making it a perfect medium for realistic scenes.

For more information go online at [www.theartiste.com](http://www.theartiste.com) or call 232.676.8732.

# # #

Biography and photographs of Shirley Katz and her award-winning works sent upon request.

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[www.theartiste.com](http://www.theartiste.com) [art@theartiste.com](mailto:art@theartiste.com)