



## Business Focus Enewsletter

# MEMBER NEWS: 2012 Deadlines and Publication Schedule

**Business Focus** is a vital electronic newsletter currently reaching a subscriber base of over 1500 Napa Chamber of Commerce member emails monthly. Business Focus keeps our members up-to-date with legislative issues, business concerns, and community happenings in the Napa Valley and State of California.

Each issue of Napa *Business Focus* includes our popular **MEMBER NEWS**. This area publishes member news features submitted to the Chamber as a member benefit with no additional cost. Visit this link for the current issue: [napachamber.com/businessfocus/membernews](http://napachamber.com/businessfocus/membernews)

Member news can be about any aspect of your business such as a new event, a business success, a new hire, a special offer, etc. We only ask that you share interesting information in a non-advertisement format. You may include an image, a PDF download, and a website link... or any combination.

As a member of the Chamber your company's listed contacts are automatically signed up to receive Napa Business Focus. If you would like to be added to your company's distribution list, please email [Christine@napachamber.com](mailto:Christine@napachamber.com).

We know that everyone is not marketing expert and we don't expect every submission to be a formal press release, but if you would like assistance on how to write a press release, turn this page over.

To submit a press release/company news for publication, please email [Katherine@napachamber.com](mailto:Katherine@napachamber.com) according to the following submission schedule.

Submission Deadline	Publication Date
January 16	January 18
February 6	February 8
March 12	March 14
April 9	April 11
May 7	May 9
June 11	June 13
July 9	July 11
August 6	August 8
September 10	September 12
October 8	October 10
November 12	November 14
December 10	December 12

**napachamber.com**  
707.226.7455



## Napa Business Focus

Your Chamber's Award Winning E-Newsletter

Read hot topic articles and members news that will benefit your business online at [napachamber.com/businessfocus](http://napachamber.com/businessfocus).



# How to write a Press Release

Bookmark this this info and the Business Focus publication schedule at [napachamber.org/Enewsletter](http://napachamber.org/Enewsletter)

For Immediate Release  
March 26, 20XX

XYZ Company  
Contact: Name  
707.xxx.xxxx  
[name@xyzcompany.com](mailto:name@xyzcompany.com)

## Important News on How To Write a Press Release

(NAPA, CA) As Napa Chamber of Commerce members, we know you have interesting information about your business that you want to share. We at the Chamber are delighted to help by offering free publication of your press releases in our award-winning e-newsletter. To help you write the best press release for your company news, we've put together a few basics. Knowing how to write an attention-grabbing press release will help when you submit to other media, too.

### How to write a press release:

1. At the top of the page, clearly write For Immediate Release, your company name and contact info, including email and phone number, in case media have questions about your release.
2. Write a catchy headline. It should grab readers' attention.
3. Know the topic of your press release and state it immediately. Write about who, what, when, where, and why in the first paragraph. Remember a press release should be news that is useful and interesting about your company - a company success, a new location, a new employee, a special promotion, a new service or product, an award.
4. This is not an advertisement for your business; a press release should be a newsworthy story that will engage possible customers. Target who should care and why should they care? Avoid exaggeration and include real life situations or solutions that the reader can understand.
5. In the last paragraph, remember to include complete company information, address, phone number and website.
6. Please be concise and read over the press release for spelling and grammar before submitting it.

That's it!

Once you practice following these guidelines, writing press releases will be fun and easy. If you have additional questions, please contact Katherine Zimmer, 707.254.1147 or [katherine@napachamber.com](mailto:katherine@napachamber.com).

###

To submit your press release for publication in the Member News section of our E-Newsletter, *Business Focus*, email your press releases to [katherine@napachamber.com](mailto:katherine@napachamber.com), feel free to attach photos.