

Use your organization's
letterhead whenever possible



Covenant News Service

A service of the Evangelical Covenant Church, Chicago, IL

Identify it as a press release

PRESS RELEASE

Always provide a contact person,
and include work and after-hours
phone numbers

Contact: Stan Friedman, *News Coordinator*
Phone: 773-907-3324 or 773-555-8978 (mobile)
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Identify when the release is
dated and when it can be used

For Immediate Release: January 30, 2008

Headlines should be all-caps,
or boldface, short, and catchy

GARY WALTER NOMINATED FOR PRESIDENT OF ECC

WHAT: Gary Walter, director of Church Growth and Evangelism, will stand for election as president of the Evangelical Covenant Church (ECC).

WHEN: June 24-26, 2008 at the 123rd Annual Meeting of the ECC

WHERE: Green Lake, Wisconsin

The first
paragraph
summarizes the
five W's: who,
what, where,
when, and why

The dateline
tells what
city the
event takes
place in

CHICAGO, IL—Gary Walter has been nominated to stand for election as president of the Evangelical Covenant Church (ECC) when delegates gather June 24-26 for the 123rd ECC Annual Meeting in Green Lake, Wisconsin.

Walter, 53, is executive minister of the Department of Church Growth and Evangelism, a position he has held since 1999. If approved by delegates, Walter will assume his new duties September 1.

The second
paragraph
should add
detail to the
explanation

He was selected by a 27-member Presidential Nominating Committee that began its search process last October after President Glenn Palmberg informed the ECC Executive Board of his decision to retire. Last November 30 was the deadline for recommending names of potential candidates, with the committee conducting personal interviews in early January.

The use of
quotations
from real
people
gives the
release life
and makes
it more
engaging

“Those of us who have had the privilege of working closely with Gary for the last 10 years know him to be a very effective leader whose walk with Christ is paramount to how he lives,” says Palmberg of the selection. “He brings gifts to this position that the church needs.”

Prior to his election as executive minister in 1999, Walter served as the director of church planting. During that time, both through church planting and initiatives to strengthen existing churches, the Covenant has experienced 56 percent growth within the denomination during

The other
paragraphs
flesh out the
W's—giving
more on the
why, what, or
how

-Continued-



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the last decade. Much of this growth has been in ethnic ministry with 22 percent of all ECC congregations now in that category.

A graduate of the University of California-Berkeley and North Park Theological Seminary, he previously served as a pastor at Newport Covenant Church in Bellevue, Washington, and Clairemont Covenant Church in San Diego, California. He and his wife, Nancy, are founding members of DeerGrove Covenant Church in Palatine, Illinois, and have three daughters: Amy, Alissa, and Lauren.

-End-

Its is standard to indicate the end of a release