

***Corrections.com* Press Release Guidelines**

Corporate members may submit press releases to be posted in the Business section of the *Corrections.com* home page. The release also will be posted in the *Corrections Connection*, the *Corrections.com* weekly ezine, and will be archived inside the member's CorrectSource profile.

If approved, press releases will be posted the day after they are submitted.

To maintain uniformity consistency and fairness, press releases should follow the format that is detailed below.

Members are encouraged to submit press releases about their company. If they feel they have more information to communicate, members should contact their media representative about advertising opportunities.

Below is an explanation on how to write a press release followed by an example of a press release.

How to write a press release

Press releases convey company information to the public. They announce new products or services, financial information, facility programs, personnel changes, company mergers, innovations, etc.

Press releases should include:

A title

Dateline

One or two paragraphs, of two or three sentences each, explaining the company news

A quote from a company executive supporting the paragraphs

An ending paragraph with any additional information that supports the information in the release

An "About" paragraph – a paragraph about the company (where it's located, what it does, etc.)

See the below example for a well-written press release.

DLR Group selected to design Tennessee correctional facility

(DLR Group - August 21, 2008) - Tennessee Department of Correction has selected DLR Group to design a new \$145 million corrections facility in southeast Tennessee. DLR Group's design will provide facilities to relieve a projected statewide need for an additional 2,500 beds by 2015.

The new corrections facility will be located on a 75-acre site adjacent to the Tennessee Department of Correction's existing Southeast Regional Correctional Facility in Bledsoe County, Tenn.

"DLR Group is poised to meet the state's mission to build an economical facility," said DLR Group principal Tim Gibson, AIA. "The design of the facility recognizes and addresses the needs of both the inmate population and staff to create an efficient and safe corrections environment."

The new facility will house 1,444 new beds with capability for the future expansion of additional medium security beds. Construction will start during the summer 2009 with completion scheduled for summer 2011.

Additional benefits of the new facility include upgrades to regional water and electrical systems, which will benefit the local community; and the jobs created by the expansion, which will have a significant employment impact in Bledsoe.

About DLR Group

DLR Group is a national, full-service design firm with 15 offices nationwide. Design is the driving force behind the architecture, engineering, planning, and interiors practice. DLR Group's philosophy is to listen to clients, create exciting designs that fulfill the client's goals, and deliver on the promise of quality, economy and sustainability. For more information contact DLR Group at 1-866-DLR-8600 or www.dlrgroup.com.

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