

## Press Release

Press releases are articles sent to the media to inform them of a topic or event that deserves news coverage. They should read like news stories, covering who, what, when, where, why and how. The release should include contact information, a headline, important dates or deadlines, a lead paragraph, body copy and a boiler plate with a short description of your organization.

- Press releases should not exceed two pages, remember to be concise.
- Contact information: The contact information listed should be that of the spokesperson authorized to communicate with the media in case of inquiries
- Dateline: The date and time of the event. This line should contain the key focus for the release.
- Lead Paragraph: Must be enticing, catching the reader's attention and contain the key message and purpose of the release (this may be your only opportunity to get the attention you are seeking. This paragraph should not be more than three sentences long and should answer the five "W's" (who, what, where, when, why).
- Body Copy: Fully develop your message. Provide details and explanations about the events you are promoting. Keep it short, space is limited.
- Final Paragraph/Boilerplate: Provides the description of your organization.



FOR IMMEDIATE RELEASE

CONTACT:

Contact Name, Position  
National Society for Histotechnology  
443-535-4060  
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## Join NSH for Histotechnology Professionals Day- March 10, 2018

*Help raise awareness about this important profession.*

**Ellicott City, MD, March 10, 2018-** On March 10th, 2018, (March 9<sup>th</sup> Observed), the National Society for Histotechnology will celebrate its 8<sup>th</sup> annual Histotechnology Professionals Day, an event honoring the important contributions of histotechnologists to the healthcare industry.

Histotechnology centers on the detection of tissue abnormalities through the process of cutting, mounting, and staining cells for observation under a microscope. The work of the histotechnologist is vital to the accurate identification of cancer and other diseases in patient tissue biopsies which is key to successful diagnosis and treatment, yet this profession is largely unknown to the general public.

Histotechnology Professionals Day aims to honor the important contributions these scientists make to the healthcare field and increase awareness about the field as a whole, to encourage growth in this dynamic profession.

This Histotechnology Professionals Day, join NSH in celebrating histology by taking the time to acknowledge the histologists in your organization, workplace, or community. Use this opportunity to learn more about the important work that they do and how their profession impacts you. For more information about histotechnology or Histotechnology Professionals Day, visit the [National Society for Histotechnology website](http://www.nsh.org).

### **About National Society for Histotechnology**

The National Society for Histotechnology (NSH) represents professionals from the Histotechnology discipline who practice in clinical, research, pharmaceutical, veterinary, marine sciences, and forensic laboratories. The NSH is the global leader in professional development of practitioners in the discipline. The NSH is recognized as a resource to professional standards and accreditation organizations as a partner in developing quality programs and documents that are utilized in the anatomic pathology laboratory. The NSH is actively represented in numerous health care professional societies and participates in an advisory role as a voice in regulatory issues that impact health care. Find more information about NSH at [www.nsh.org](http://www.nsh.org).