

## ***Sample Press Release***

Note: Chapter 19 includes a sidebar about finding your story's compelling news angle. Here's the press release we discuss in that sidebar: It generated substantial television and newspaper coverage for a mural dedication ceremony.

**For Immediate Release**  
**March 10, 1997**

**For Further Information:**  
**Carla Befera & Company**  
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### **PRECITA VALLEY COMMUNITY CELEBRATES NEW MURAL**

**DATE:** Sunday, March 23, 1997

**TIME:** 1:30pm to 5:30pm

**PLACE:** Precita Valley Community Center  
348 Precita Avenue (between Alabama and Florida Streets), San Francisco

**WHAT:** The community of Precita Valley will dedicate and celebrate the completion of a vibrant new mural covering the entire facade of the three-story, 75 year-old building which houses the Precita Valley Community Center. Festivities include live music by Cruzin' Coyotes, poetry, guest speakers, refreshments and an exhibit of low-rider bicycles by the San Pancho Bike Club.

The 30' x 40' mural reinforces the community's focus on stopping violence, with powerful images of a family lovingly sheltered in the arms of a monumental angel, young ballplayers reaching upwards towards the future, leaders of San Francisco's first Carnaval celebration, and portraits of local children, youth and staff from the Center.

The mural, designed and painted by master muralist Susan Cervantes, a community public artist for over 20 years, will be dedicated to the memory of Sylvia Menendez and Carlos Hernandez, a young couple slain in Precita Park in June 1996.

Stretching from Mission to Florida Streets, parallel to Cesar Chavez, Precita Avenue is a peaceful, closely knit community encircling Precita Park, in San Francisco's Mission District. The mural project, which brings

the number of vibrant murals in the Mission to more than 200, was made possible in part by a grant from The Creative Work Fund, a San Francisco funding agency which supports partnerships between artists and nonprofit organizations for the creation of new art works.

**CONTACT:** Carla Befera & Company, Public Relations for The Creative Work Fund, 415/999-4474.