Sample Press Release: Campaign Announcement

Below is a sample press release that you can use as a template when creating your own campaign launch announcement:

FOR IMMEDIATE RELEASE
March 15, 2025

Contact:
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Jane Doe Announces Independent Candidacy for Gray City Council District 5
Community Advocate Vows to Bring a New Voice to City Hall

Gray, ME – March 15, 2025 – Jane Doe, a local small business owner and community advocate, officially announced her Independent campaign for Gray City Council District 5 today. Doe, a 20-year resident of Gray, is running to bring non-partisan leadership and focus on neighborhood needs at City Hall.

"I'm running for City Council because I believe it's time for an Independent voice to stand up for our community," said Jane Doe. **"I'm not a politician; I'm a neighbor. I want to ensure our town's government puts people over politics — fixing our roads, supporting our schools, and listening to residents' concerns."**

Jane Doe has served as president of the Gray Neighborhood Association and led local efforts to improve park facilities and expand library hours. As an Independent candidate, she pledges to prioritize transparent, accountable governance and to work with all residents, regardless of party, to solve local problems.

The Doe for Council campaign will host a public kickoff rally on March 20 at 6:00 PM at Gray Community Center, where Jane will share her vision and answer questions from voters. Supporters, volunteers, and media are welcome. Details on Jane's platform and ways to get involved can be found on the campaign website at **www.DoeforDistrict5.com**.

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How to use this template:

Customize the press release with your information. Keep it to one page if possible. Double-check for accuracy (spelling of names, dates, contact info) and have someone proofread it. This document will be many people's first impression of your campaign, so ensure it's professional and clear.