PRESS RELEASE TEMPLATE FOR PAPERS PUBLISHED IN ALLERGY

**Key points in writing a press release:**

1. The most important point is to write the **text understandable by lay persons**.

a. Start with a bold title describing the discovery

b. A subtitle that clarify the consequences of the finding may help a lot.

c. Start with the institution where the discovery was made

d. Shortly descrive the discovery/invention

2. Emphatize yourself as a journalist or a TV/Radio channel producer and try to think why would you publish something related to this article/discovery.

Try to make **clear bullet points that will take the attention** of the media workers so that they find it mentionable in the media that they control.

3. Emphasize the potential usefulness and clinical relevance of the discovery for patient care.

4. Get quotes from key opinion leaders

5. Do not make it too long, An A3 page with 12p font size will be sufficient.

6. Always put a clear correspondence with direct telephone number.

7. Always put a free one click downloadable link to your publication and attach a pdf of the original.

Very Important: Clarify the Embargo Date with Managing Editor and Production Editor of the Journal. You can directly correspond with the Editor-in-Chief Cezmi Akdis.

**Please see below an example:**

**[Find an exciting title for your discovery/invention/guideline]**

*[Describe the discovery shortly in 60 characters*]

[Describe the place of the discovery and the title of the publication]

[Describe the inventers, and invention]

[Describe the importance and relevance of the invention for lay public]

***[Here write bold the most exciting ttitle for public so that the media can take it as a title to their article, programme, show]***

[Emphasize the relevance/utility of the invention/article/guidelines for the lay public]

[Feel free to get several quotes from opinion leaders on the discovery]

[Conclude with the importance for the public]

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[provide the link, correspondence and websites]

Link to the article for further reading (preferentially open for free download):

[http](https://onlinelibrary.wiley.com/doi/10.1111/all.15825):

Correspondence: Dr. Name, Affiliation, Institute, Country.

E-mail : ...........@............

Telephone: ++(for international calls)

Website: https://