**Press Release instructions**

A press release is the quickest and easiest way to get free publicity. If well written, a press release can result in multiple published articles about your firm and its products. And that can mean new prospects contacting you asking you to sell to them.

Using the template provided, create a press release that announces your team's plan to mine an asteroid. Discuss each part and decide what information to include and how best to word that information. It must fit in the format provided.

**Headline:** The headline is your first chance to grab your reader’s attention and inspire them to keep reading. You should keep your headline short and to the point. (Place above top solid line)

**Why Mine Asteroids:** Explain briefly the reason for mining asteroids and the material you are going for.

**Prospecting Method:** What did your team choose and why? How did that lead to your choice of asteroid?

**Harvesting method:** What did your team choose and why?

**Potential Risk and Reward:**  What are some possible risks associated with your choices and how does that compare with the possible rewards. Be sure to talk about budget expenses and potential profit here.

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**Why Mine Asteroids?** 

**Potential Risks and Rewards**