Can you write a press release for your new virtual reference service? Here are some examples to inspire you…and some solid advice to get you started.

Examples of press releases for chat reference services:

- [KnowItNow Media Kit](#)
- Illinois My Web Librarian [press release](#)
- QandA NJ [Press Page](#)
- Kentucky’s Statewide Virtual Library [sample press release](#)
- Alabama Virtual Library [sample press release](#)
- HomeworkNYC.org [press release](#)
- AskAway [Virtual Press Room](#) and [Publicity Kit](#)
- QuestionPoint [sample press release](#)
- [Promoting L-net](#) (Oregon libraries)
- Ryerson University Live Chat extends its hours. [Press release](#)

Advice to get you started:

- [How to Write a Press Release](#)
- [How to Write a Press Release for E-mail Distribution](#)
- [Library Media & PR](#)