

## Virtual Reference Adventure: Choose Your Own Experience

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](#)

---

Sponsored by the Statewide Virtual Reference Project, Washington State Library,  
a division of the Office of the Secretary of State.

Funded by the Institute of Museum and Library Services through the Library Services and Technology Act.