

Problem-Solving Tips

This type of press release can be used by editors as is, with very little editing and can result in lots of orders or inquiries. It can be used for years (provided the information is timeless), as editors will save them for filler material when needed, or when the editorial calendar or current events raises the need for coverage of an issue.

Press Release

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FOR IMMEDIATE RELEASE

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2006 Discount Travel Sourcebook Lists 5,437 Ways to Travel for Less

ANYTOWN, PA - Destination Publishing has released the 2006 DISCOUNT TRAVEL SOURCEBOOK, which profiles little-known tour operators, hotels, airlines, travel agencies and other firms which offer travel for at least 30% below retail prices. Many of the 5,437 companies listed cater exclusively to special groups, like families with children, senior citizens, college students and business travelers. But they all have one thing in common - big savings. Firms in 189 countries are in the hardcover 692-page 2006 DISCOUNT TRAVEL SOURCEBOOK. The book is available for \$15 postpaid from Destination Publishing, 1234 Main St, Anytown, PA 19023; (800-565-1234). This the 19th edition of the book the New York Times called "the bible of the cost-conscious traveler." Susan Reynolds, author of the sourcebook, offers the following tips for savings:

- For great fares on last minute air travel, call AeroSave at 800-123-4567
- The best discount card to carry is AARP, which gets you a reduced rate at 18% of hotels listed. Second place goes to AAA which earns a discount at 10% of hotels.
- Flexible about when you go? Club Med and other resorts offer standby rates of 15-40% off if you can travel with as little as one week notice.
- When booking a cruise, it's best to avoid using a regular travel agent. Instead, try a consolidator like CruiseExpress (800-321-7865) for savings of 10-20%.

(END)

Catchy Headline:

Examples:

"Cookbook offers 1,000 low-fat desert recipes"

"Booklet shows how to reduce electric bills by 10-25%"

"New book profiles 100 computer industry pioneers"

Call-to-action:

Include ordering info (call-to-action) so interested readers can purchase your product.

How-to tips:

Include specific tips You might consider later doing a separate press release on each (i.e. "Consolidators offer big savings on cruise vacations").