**05A Press release page: Press release headline**

## Production notes

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| **IA / Path**  Home = VA.gov | Home > Pittsburgh VA health care > Fayette County Veterans getting larger, more modern VA outpatient clinic |
| **Desired URL (consult search strategist for URL)** | /pittsburgh-health-care/…  Pull from Mikki’s IA spreadsheet |
| **Comments** | SOURCE CONTENT:  <https://www.pittsburgh.va.gov/pressreleases/Fayette_County_Veterans_Getting_Larger_More_Modern_VA_Outpatient_Clinic.asp> |

## Page properties

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| **Page title H1** | Fayette County Veterans getting larger, more modern VA outpatient clinic |
| **Browser title**  Title tag 50-60 characters (shoot for <55); primary keyword should be at beginning of title tag; can work in a secondary keyword if it fits naturally; title case; okay to omit |VA.gov if space is needed. | Pittsburgh VA Health Care | Fayette County Veterans Getting Larger, More Modern VA Outpatient Clinic  FORMAT  VAMC Regional Site | Page Name  Note: Story and press release pages don’t fit the browser title guidelines, and that’s okay. We’ll follow the browser title standard (using the full story headline) of The New York Times and The Washington Post: full story headline. |
| **Meta description**  Search typically cuts off at around 155-characters | For story/press release pages, copy/paste the caption, summary blurb, or lede text. |
| **SEO terms/phrases** | 1 – 2 words or phrases |

**Content** [(See content resources below)](#ContentResourcesStyleGuides)

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| **H1 Press release headline, sentence case** |
| PRESS RELEASE  Month dd, yyyy  [PRINT ICON] [Download a PDF version]  City, State — Press release body copy, no limit. Note: OPIA press room has location lead-in, per conventional press release content. Since we’re building standardized press release template, some elements here are meant to standardize content elements for VA press room as well as VAMC press rooms.  **Media contacts**  Person’s Name, Job Title  phone number  email  [CAN HAVE ONE OR MORE CONTACTS AS NEEDED; OMIT N/A CONTACT ITEMS]  **Download media assets**  [Downloadable assets here if any – photos of execs, physicians, poster, etc. Include a brief asset label or description (‘Images of Dr. Thurwell’ or ‘Veterans’ Day poster 2019’). Omit media assets content block if none.]  ###  Boilerplate ‘About Pittsburgh VA’ press release footer text. (Always include or always omit on web versions. Currently appears to be sometimes/sometimes not. Not clear when or why.)  See all press releases [LINK] |
| EXAMPLE: SOURCE CONTENT:H1 Fayette County Veterans getting larger, more modern VA outpatient clinic PRESS RELEASE  November 26, 2018  [PRINT ICON] [Download a PDF version]  Pittsburgh, PA — The Fayette County VA Outpatient Clinic will move to its new, larger space in the Fayette Plaza at 627 Pittsburgh Road, Suite 2, Uniontown, PA, on Dec. 3.  The new location is just three storefronts away from the current clinic but has more than double the space at 16,000 square feet.  The larger space will accommodate the increasing number of Fayette County area Veterans who use VA care and allow for the addition of new health care services at the facility, including limited audiology services and more telehealth spaces.  The Fayette VA clinic was established in 2007 with approximately 1,800 patients. VA data shows more than 3,100 individual Veterans have used the clinic in the past year.  The new clinic will host an open house from 1 to 3 p.m. on Dec. 4 and a grand opening later in the spring.  The Fayette County VA Outpatient Clinic is part of VA Pittsburgh Healthcare System.  **Media contacts**  Sheila Tunney, Public Affairs Specialist  412-360-1479  sheila.tunney@va.gov  ###  **About VA Pittsburgh Healthcare System**  VA Pittsburgh Healthcare System is one of the largest and most progressive in the nation. More than 3,700 employees serve approximately 70,000 Veterans ever year, providing a range of services from transplant medicine to primary care. It is also a center of research and learning, with more than $30 million in research projects and a robust training program for residents and students. The system is a leader in virtual care delivery through telemedicine.  Medical centers are located in Oakland and O'Hara Township, and outpatient clinics in Beaver, Belmont, Fayette, Washington and Westmoreland counties in Pennsylvania, and Belmont County in Ohio.  See all press releases [LINK] |

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| **Content resources** |
| The content style guide for VA.gov is currently in development.   * Refer to it as our primary style guide for VA.gov:  <https://department-of-veterans-affairs.github.io/vets-design-system-documentation/content-style-guide/> * For issues that are not yet covered in the VA.gov in-flight content style guide above, refer to the Vets.gov content style guide: <https://github.com/department-of-veterans-affairs/vets.gov-content-style-guide> * Health content writing tips: <https://github.com/department-of-veterans-affairs/vets.gov-content/blob/master/templates-and-guides/guides/Health%20Care%20Writing%20Tips.pdf> |