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PRESS RELEASE TEMPLATE



1. Main Headline (Title Case)

- *Optional Sub-Headline (bold italics font)*

2. Dateline – CITY, STATE (or COUNTRY) / Newswire / Month, Day, Year / Brief the Press and introduce the news you're sharing in the press release.

[COMPANY LOGO]
[MULTIMEDIA]

3. Informational Paragraphs - the detailed information you are sharing (such as the who, what, where, when and why details as well as quotes and bios). Some tips:

• First Paragraph

This is where you need to focus on your who, what, where, when, why, and how. Immediately give your readers the most important information. You can provide more details in the rest of the content, but even if people stop reading at the end of the first paragraph, they should have a good sense of your press release.

Another thing to keep in mind when writing the first paragraph is that it will set the tone for the rest of your press release.

• Second Paragraph

This is where you can flesh things out a bit. You can provide more details and relevant facts. You can also get a bit more creative in your writing style. Think of this as a development paragraph.

If the first paragraph was just the facts, this is where you can show off a bit and focus on trying to create an emotional response to your information. If someone has read this far, the way to keep them reading now is to engage them beyond mere factual interest.

• Third Paragraph

This is the place to add context and background to your press release. Include quotes from experts and give supporting facts and statistics.

Essentially, this section is where some extra work on your end can pay off and make the information more credible and convincing.

• Fourth Paragraph

This is your conclusion. You'll want to reiterate your main point and summarize what you've written. You're leaving the reader with this, so you want to make sure you're clear and that you help them process what they've just read. Some other things you may include:

- Additional quotations or facts
- Any relevant call-to-action
- Any final points you want to get across

4. Boilerplate About Company Section:

About (COMPANY NAME)

NAME OF COMPANY is a TYPE OF BUSINESS that was founded in YEAR. We offer/sell/service clients who need X, Y, and Z. We specialize in A, B, and C. Our business mission is to X. Please contact us at URL to learn more about all we can offer.

ADDRESS

Please feel free to contact us at EMAIL or PHONE or follow us on SOCIAL MEDIA CHANNEL, to learn more.

Contact Information:

Company Name

Contact Name

Phone Number

Email Address

Website Link(s)

SOURCE: Put the company name (the SOURCE of the release)

Note: Images and Multimedia can be placed after the first paragraph of the release and above the SOURCE section of the release and cannot be in line with text (must be in a standalone image as demonstrated above).

All Text should be left aligned except for image captions (they can be center aligned).