



25 Reasons to Issue a Press Release

1. **You start a new business, agency, group or division.**
2. Your company has an anniversary. Whether it's the 1st or the 50th, it's impactful for prospects to know you have longevity on your side, ultimately, it reflects stability.
3. You elect new board members or officers.
4. A promotion, retirement, a new hire at a supervisory or management level. Any one of these ideas can easily turn into a good story. (It is also always a good idea to include a recent photo with these ideas.)
5. **You issue a position statement or white paper regarding some issue in your area of expertise.**
6. A milestone for your company is reached (i.e., your 100,000th customer, your first million dollar sales month, new investment in your company, etc.)
7. The ownership status of your business has changed, whether this means a merger or acquisition or just taking on a major new investor.
8. A new generation steps into or takes over leadership of the family business. The higher number of generations involved, the bigger the story.
9. **Your company lands a major new client or contract.**
10. Any expansion of your facility or moving into increased space. Modernization and growth are always popular topics for the media to cover.
11. Your company decides to go green, or maybe you have already and just need to let everyone know. This can also work with things like ISO 9000 series certification for manufacturers, or implementation of safety/quality practices that you have put into effect.
12. Perhaps you have purchased major new equipment or made significant investments recently in research, testing and/or product development. EVERYONE should know about developments like this.
13. You have opened additional facilities.
14. **The introduction or launch of a new product line or service.**
15. Issue notice anytime you have a major change in customer policies/procedures.
16. **You have developed or adopted a new innovation that results in higher productivity, reduced costs for customers implementing your solution, or a better quality product.**
17. **To announce the results of product research. (As long as it is in your favor, or as long as your solution can solve the problem presented by the research.)**
18. Your business has received an award, recognition, commendation or accreditation. This can even come from a local chamber of commerce. It's the recognition that is important.
19. Your company presents an award to an employee, a client, a vendor, or just about anyone. Send an accompanying photo along.
20. Any community involvement at all should result in good local press. For example, your company President could be asked to head up the next local United Way Campaign – isn't he a great guy?
21. Your company sponsors a workshop, symposium, seminar or product demonstration. You need to publicize the event to make sure it is well-attended and that you get your money's worth.
22. **You dedicate a building, addition, or anything at all. Make sure you send a picture of the plaque.**
23. **A ribbon cutting ceremony or groundbreaking ceremony – even if they are simply for show. This could signify the launch of a new product or service.**
24. Your business or one of your employees is "caught" in a unique (but good) situation – saving a cat from a tree, offering assistance to a competitor, etc.
25. Charitable work of any kind. Volunteer work within your industry.