

Company Logo Here

Media Contact:

First Last

Phone #

Email

FOR IMMEDIATE RELEASE

Title Goes Here – Make it something topical not promotional

Dateline (City, State) – Date of Release – Need one good introductory statement here that covers the basics of who, what, when, where. You can explain “why” in subsequent paragraphs.

Following paragraphs need to explain details, parties involved, the why of it all, etc.

Just tell the basics of what you need to in a press release. The intent is to get the reader/reporter/editor to want more information, to whet their appetite. That way they will hopefully call you (or whoever your company wants to use as an information source) for more information or an interview, supporting materials, etc.

One other thing – stick to one page. Any more than one page is typically overkill in a press release, and anything over 400 words will get “upcharged” by the wire services upon distribution.

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About Your Company

Basic paragraph/statement that explains your company, what it does, maybe where you are based, what types of companies are clients, etc.

For more information about ???, please visit our website at www.????.com or contact by phone ??? or email ???.