**[GENERAL]**

**PRESS RELEASE**

|  |  |
| --- | --- |
| **CONTACT** [Contact Name & Title]**COMPANY** [Company Name]**PHONE** [Phone Number] **EMAIL** [Email address]**WEB** [Website] | **EMBARGOED FOR** [Time and date for the media to release the story]  |

**[NEWSWORTHY HEADLINE INCORPORATING NAME OF YOUR COMPANY/ORGANIZATION] (70 Characters)**

*[Insert Subhead Here]*

**[CITY, STATE, DATE] — [INTRO PARAGRAPH]** [*Set the stage with two or three short sentences about a current topic of interest that makes your press release relevant to readers. Next, write a sentence that presents your newsworthy event with the most exciting information first*].

**[SECOND PARAGRAPH]** [*Give additional information by using the Five W’s of Journalism: Who was involved? What happened? Where did it happen? When did it happen? Why did that happen? Add calls to action and links.*]

**[THIRD PARAGRAPH]** [*Offer proof, statistics, number of downloads, number of customers, size of audience, etc., that show how your product/service is solving an unsolved problem that affects a wide audience. Add calls to action and links. If possible, describe how your solution is different from the competition.*]

**[FOURTH PARAGRAPH]** [*Insert quotable statements from your company’s CEO, key executives at the company, or other leaders to provide legitimacy to the newsworthy event.*]

**[BOILERPLATE PARAGRAPH]** [*Insert your company’s standard three or four sentence bio/description here.*

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