

PRESS RELEASE TEMPLATE

This template provides a professional structure for writing effective press releases. Follow the format and guidelines to create compelling announcements that capture media attention.

PRESS RELEASE CHECKLIST

Before sending your press release, ensure you have:

- ' A clear, newsworthy angle
- ' All facts and figures verified
- ' Quotes from key stakeholders
- ' Contact information for media inquiries
- ' High-resolution images or media assets
- ' Proper formatting and proofreading

FOR IMMEDIATE RELEASE

HEADLINE

[Write a compelling, newsworthy headline (8-12 words). Use active voice and include key information.]

Example: "Tech Startup Raises \$5M Series A to Revolutionize E-commerce Platform"

SUBHEADLINE (Optional)

[Provide additional context or key details in 1-2 sentences.]

DATELINE

[[City, State] - [Date]]

LEAD PARAGRAPH

The first paragraph should answer the "5 W's": Who, What, When, Where, and Why. This is the most important paragraph - many journalists only read this far.

[Write 2-3 sentences that summarize the entire announcement. Include the most important information upfront.]

BODY PARAGRAPHS

Expand on the lead paragraph with additional details, context, and supporting information. Use the inverted pyramid structure - most important information first.

Paragraph 2: Key Details

[Provide specific details about the announcement - numbers, dates, features, benefits, etc.]

Paragraph 3: Context & Background

[Explain why this announcement matters. Provide industry context, market trends, or problem being solved.]

Paragraph 4: Quotes

[Include a quote from a key executive, founder, or stakeholder. Quotes add credibility and personality.]

Example: "We are thrilled to announce this milestone," said [Name], [Title] at [Company]. "This funding will enable us to [benefit/outcome]."

Paragraph 5: Additional Information

[Include any additional relevant details - partnerships, customers, metrics, future plans, etc.]

ABOUT [COMPANY NAME]

Include a brief company description (2-3 sentences). This is your "boilerplate" that appears at the end of every press release.

[Write a concise description of your company, its mission, and what it does. Keep it factual and professional.]

MEDIA CONTACT

Contact Name:

[Enter contact name]

Title:

[Enter title]

Email:

[Enter email]

Phone:

[Enter phone]

Company Website:

[Enter company website]

ADDITIONAL RESOURCES

[Link to high-resolution images, logos, product screenshots, or video]

[Link to company website or landing page]

[Link to social media profiles]

[Link to previous press releases or news coverage]

PRESS RELEASE WRITING TIPS

1. Keep It Concise

Press releases should be 300-500 words. Journalists are busy - get to the point quickly.

2. Use the Inverted Pyramid

Put the most important information first. Each paragraph should be less important than the one before it.

3. Write in Third Person

Press releases should be written in third person, not first person. Use "the company" instead of "we".

4. Include Quotes

Quotes from executives or key stakeholders add credibility and make the release more engaging.

5. Avoid Hype and Jargon

Use clear, professional language. Avoid marketing speak, superlatives, and industry jargon.

6. Include Facts and Figures

Support your announcement with concrete data - funding amounts, user numbers, growth percentages, etc.

7. Proofread Carefully

Typos and grammatical errors undermine credibility. Have multiple people review before sending.

8. Optimize for SEO

Include relevant keywords naturally in your headline and first paragraph for better online visibility.

DISTRIBUTION TIPS

- Research relevant journalists and publications in your industry
- Personalize your pitch email - don't send generic mass emails
- Send press releases on Tuesday-Thursday for better open rates
- Follow up 2-3 days later if you haven't received a response
- Consider using press release distribution services (PR Newswire, Business Wire, etc.)
- Post on your company blog and share on social media
- Include in your email newsletter

COMMON PRESS RELEASE TYPES

- Product Launches
- Funding Announcements
- Partnership Announcements
- Executive Hires
- Company Milestones
- Award Wins
- Expansion Announcements
- Research Findings
- Event Announcements