

## PRESS RELEASE TEMPLATE

Your logo

### PRESS RELEASE

Issued: (date)

For Immediate Release OR Embargoed Until: (date)

**TITLE** (make it brief and attention-grabbing)

The first sentence should be a summary of the story. Get your key points across to catch the journalist's attention or they may not read further. Answer all the important questions like who, what, where, when, why & how. Write as if you are speaking to the publication's readers – check out your target publication for an appropriate style.

Expand on the details in the second paragraph. Remember the journalist will want to know what is unique or new about your story and why it will appeal to their readers. Then, back up your claims with facts and statistics in the following paragraphs.

Go on to illustrate your story with quotes, "A quote, written in italics, from a key person, helps bring a story to life". As well as quotes, you could use bullet points to highlight points about your story:

- New
- Unique
- Special
- Timely

Finish off with details such as dates, times, how to order or contact you– this only needs to be brief, and should be the details you'd like to see in print. Fuller details can go in 'notes to editors', below.

##Ends##

### NOTES TO EDITORS

1. Tell the editor who to contact for more - include mobile, landline and email if possible.
2. Also include short background information on your company, when it was launched, achievements, etc.
3. Include company name, email and website.
4. Include a photo image wherever possible (email using low resolution if possible).

**TIP** It's simple to add a photo or illustration to catch the journalist's eye and bring the press release to life. If you're emailing it, just make sure you use a low res image, so the file isn't too large.