



FOR IMMEDIATE RELEASE

Date

One-line headline

One line subhead (Avoid having multiple fonts – max. 2)

NAME OF THE CITY WHERE YOU ARE LOCATED—Your first paragraph is no more than 25 words and answers who, what, where, when, and why. (This is your one chance to capture the reader.)

Expand and explain your first paragraph in your second paragraph. Add details. Use one main message per press release. Put your most important information at the top.

“Add a quote from a person central to the story,” she says. “This may be the person in your organization who will be interviewed if the story gets picked up.”

Add facts and figures to support your main message. You can put facts and figures in a paragraph or in a bulleted list:

- A list makes it easier for the recipient to scan
- A list breaks up statistics and numbers and makes them easier to read and understand
- A list adds white space to your press release, which increases readability

Background:

Add a paragraph about each company or organization and/or the key people involved in your announcement. A backgrounder can be a separate attachment as long as the press release is very clear without it.

Contact:

(Make it easy for people to contact you for an interview. A contact can be the key person or the in-between who will be taking care of scheduling the interview (PR rep, communications director, executive assistant, etc.). Sometimes there will be more than one contact. List them side-by-side to save space.

Contact 1 Name
Title
Email address
Phone Number

Contact 2 Name
Title
Email Address
Phone Number

Centre the number 30 at the bottom of the page to let the reader know the text is finished. Make your press release less than one page long.

