**FOR IMMEDIATE RELEASE**

**Media Contact:**

First & Last Name

Organization (Agency or Company)

Cell Phone Number | Office Number

Email Address

HEADLINE (ONE LINE ONLY)

*Subhead: Additional Details, One Line Only*

**[DATE] -- City, State –** What’s your story? Your news release starts here. Remember to always lead with a compelling opening paragraph that explains: WHO, WHAT, WHEN, WHERE and WHY. If possible, make the connection between your news and any industry trends or current events.

“Paragraph two is perfect for well-written quotes from the organization’s spokesperson [Founder, CEO, COO, etc.],” said NAME, TITLE of COMPANY. “Use your quotes to solidify the relevance of your story. This is also an opportunity to drive home any key messages your company needs to communicate with its target audiences.” And please don’t overdo it! Stick to the facts. No overt exaggeration necessary.

Use the third paragraph to add any supporting details or facts. Feel free to include key data, survey results or research findings. This is also a great place to include links to any of that information which makes it easier for the reporter.

More tips:

* **If possible, keep your press release to one page**
* **Keep it simple and try not to use industry jargon.**
* **Always check for grammar and spelling errors**

**About [INSERT COMPANY NAME]:**

The final section is called the boilerplate. Essentially, it is a few sentences at the end of your press release that describes your organization. This should be used consistently on all press materials and written strategically to properly reflect your organization. This section is typically no more than 3-4 sentences.

**###**

*No, these are not hashtags. These three pound symbols at the bottom of the page indicate the end of the press release so that the journalist or editor knows he/she didn’t miss any information. If your release is longer than one page (try to stick to one page if possible), insert “--more--” at the bottom of each page preceding the last and insert the three pound symbols on the bottom of the very last page.*