

## PRESS RELEASES

Press releases are used for many topics. Public corporations are held to a higher standard, and examples of both include:

- Earnings reports
- Regulatory approvals or delays
- Executive announcements
- New products
- Acquisitions and divestitures
- New products, patents, company recognition
- Sustainability

For large companies there are departments that publish press releases which also encompass investor relations. For smaller companies, press releases are usually underutilized. Contacts with local media outlets need to be established in addition to trade journals and associations.

This is your chance to brag, but be factually correct about your company.



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