

## Press Release Template

Use this template to create professional press releases that capture media attention.

### FOR IMMEDIATE RELEASE

#### Contact Information

[Your Name]

[Your Title]

[Company Name]

[Phone Number]

[Email Address]

[Website]

#### Headline

[Write a compelling, newsworthy headline in title case - keep it under 10 words]

#### Subheadline (Optional)

[Add a supporting subheadline that provides additional context]

#### City, Date

[CITY, STATE] - [Month Day, Year] -

#### Opening Paragraph

[Answer the 5 Ws: Who, What, When, Where, Why. Make it newsworthy and concise.]

#### Second Paragraph

[Provide supporting details, statistics, or context. Explain the significance of your announcement.]

#### Quote

"[Include a quote from a key stakeholder - CEO, founder, or relevant expert. Make it authentic and insightful.]"

- [Name, Title]

#### Third Paragraph

[Add additional information, benefits, or call-to-action. Include relevant links or resources.]

## Boilerplate

About [Company Name]

[2-3 sentences about your company, its mission, and key achievements. This stays consistent across all press releases.]

**###**

[This symbol indicates the end of the press release]