Company Announcement
Press Release

CERA&RYE
www.reallygreatsite.com

Cera & Rye names CTO

Cera & Rye appoints Samira Hadid as Chief Technical Officer, effective September 25, 2030.

FOR IMMEDIATE RELEASE

MM/DD/YYYY - Press releases (PRs) are used by companies to provide official information to the media. News organizations, broadcast stations, magazines, and online publications use these documents as a primary source of business information as they report to the general public and increase your brand visibility.

A press release always begins with a clear, attention-grabbing, and succinct headline that covers the most important details of the announcement. It can be followed by a sub-headline that adds further information.

The body of a press release follows the traditional inverted pyramid structure. A PR must begin with a lead sentence that contains all of the significant details. This includes people, dates, products, and any major development.

You can use the next couple of paragraphs to provide more newsworthy information. Include secondary details and even previous announcements to provide more context on this event.

"You can also insert a quote or statement from key stakeholders and executives to add interest and credibility to your press release."

Feel free to provide images that are necessary and relevant to this business development.

Add a caption here

To end, provide a call to action and add hyperlinks so audiences can learn more about the information you gave.

About the Company

This section of the press release is no longer about the announcement but focuses on the company itself. In this boilerplate, use a couple of paragraphs to highlight what the company does - its vision, its brands, and its impact on the industry.

Media Contacts

This information is for readers who may want to reach out to the company.

NAME	CONTACT INFORMATION
Wilhelm Ballard EU division	+123-456-7890 hello@reallygreatsite.com
Add another PR staff Write their division	Include all the necessary contact information