

| Company Name  Contact Name  (000) 000-0000  Email  Social media handle (optional) | The word logo with a circle around it |
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FOR IMMEDIATE RELEASE

Headline

## Add an optional subheadline to provide additional context and capture readers’ attention

### [CITY, STATE, Date] Announcement

The first paragraph of your press release communicates the most important announcement information, such as who, what, where, and when. This should be written with clarity and brevity.

The following paragraphs expand your announcement. Provide more details like background information, facts, and statistics. What do you want the press to relay to their audiences beyond the headline? Give enough information in this section that no follow-up communication is necessary for the press to write a short story or blurb about this announcement.

You can add quotes from relevant figures in this section. For instance, you could add a quote from the company’s CEO, a key stakeholder, or someone else closely involved with the news being announced. Alternatively, you could also use this third paragraph to provide useful framing for the press to put this in context for their readers.

### About [Company Name]

The boilerplate is a short paragraph about the organization or company at the end of the press release. It provides essential information such as the company’s mission and key accomplishments. The same boilerplate should be used across every press release your company publishes.