Microcore Press Release Template

Basic Sections:

**Headline** – This is usually used to grab attention. In our case though, writing a sensational headline may not be the wisest choice. Keep it descriptive, with the keywords our target persona may be looking for in a search engine.

**Dateline** – Here you will include the date and time of release and the city where the event took place.

**Introduction or Summary** – Here you give a quick synopsis that will be expanded upon in the body. This should be close to 4 sentences long and provide basic information such as facts, people involved, and location.

**Body** – Here you explain the story, flowing logically from the beginning of the action to some kind of resolution or action. Keep the information straightforward and to the facts.

**Boilerplate** – This is the “about us” section and can be useful for promoting the overall net achievements of Microcore.

**Close** – Explain the action that the company is taking in this situation, that the gravity is fully felt by us, but that we will soon have it resolved and there is no reason to lose confidence in our name.

**Contact Information** – Refer interested parties to our website, or PR department phone numbers, emails, and mailing address.