

**Title:**

33 Reasons To Do A News Release

**Word Count:**

230

**Summary:**

News releases are not the best way to get major media coverage, but they can be used to increase the frequency with which your company name appears in the press.

Press releases will get you coverage in set features like business notes, and new personnel columns. They also provide a good way to let allies, employees and customers know what you are doing. For these purposes, post releases on the company website, send out by e-mail, or distribute by one of the services like PR Newswire or PR Web.

**Keywords:**

public relations, PR, marketing, communications, advertising, email, newsletters, positioning

**Article Body:**

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Here is a quick list of 33 possible reasons for you to write and distribute a news release.

- \* New Products
- \* Business Start-Up
- \* Partnership
- \* Strategic Alliances

- \* New Or Innovative Business Strategy
- \* Restructuring The Company
- \* Going Public/Going Private
- \* Company Comeback From Adversity
- \* New Employees
- \* Important Executive Retiring/Resigning
- \* Executives Comment On Business/Economic Trends
- \* Employee Promotions
- \* New Branch Offices
- \* New Divisions Established
- \* Headquarters Relocating
- \* Research Results Announcement
- \* Major Anniversary
- \* Major New Client Acquisition
- \* Company Revenue, Sales or Profit Growth
- \* Company Name Change
- \* Winning Major Awards Or Receiving National Recognition
- \* Company Presenting An Award
- \* Receiving Important Accreditation or Certification
- \* Holding Free Seminar or Workshop
- \* Employee Appointed To Civic/Government/Professional Board
- \* Availability Of Guest Articles Or White Papers

- \* Issuing A Position Statement On Topical Subject
- \* Free Consumer Information Available
- \* Company Speakers Bureau
- \* Company Philanthropic Support
- \* Major Company Milestone
- \* New Board of Directors
- \* New Website