Press Release Template

FOR IMMEDIATE RELEASE

[Headline]
Your headline should be compelling and concise, summarizing the main point of your announcement.

[Subheadline]
Optional: A brief, secondary headline that adds more context or detail to the headline.

City, State/Country – [Release Date] – *The opening paragraph should answer the five W's: Who, What, Where, When, and Why. This is your lead paragraph, and it should quickly convey the essential information of your announcement.*

Example: "XYZ Company, a leading provider of innovative tech solutions, is proud to announce the launch of its latest product, the XYZ Smartwatch, set to revolutionize the wearable technology market. The launch event will take place on August 1, 2024, at the Tech Expo in San Francisco, CA."

[Body Paragraph 1]
Expand on the details provided in the lead paragraph. This section should offer more in-depth information about the announcement, such as the features and benefits of a new product, the significance of an event, or the background of a new hire.

[Body Paragraph 2]
Include quotes from key stakeholders, such as company executives, partners, or industry experts. Quotes add a personal touch and provide insights or opinions that can enhance the story.

Example: "We are thrilled to introduce the XYZ Smartwatch," said John Doe, CEO of XYZ Company. "This innovative device offers unparalleled functionality and convenience, making it an essential tool for tech enthusiasts and professionals alike."

[Body Paragraph 3]
Provide any additional details that are relevant to the announcement. This could include market context, additional benefits, or how this news fits into the company's broader strategy.

[Boilerplate]
Include a short, standardized paragraph about your company. This should be a concise summary of who you are, what you do, and any relevant achievements or milestones.

Example: "About XYZ Company: XYZ Company is a leading innovator in the tech industry, dedicated to developing cutting-edge solutions that improve the way people live and work. Founded in 2010, XYZ Company has received numerous awards for its groundbreaking products and exceptional customer service."

[Contact Information]
Provide the contact details for the person the media should reach out to for more information. Include their name, title, email address, and phone number.

Example:
Jane Smith
Public Relations Manager, XYZ Company
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(123) 456-7890