Press Release Template

FOR IMMEDIATE RELEASE [or: EMBARGOED UNTIL [date, time, time zone]]

[Headline: who did what — one line, active verb, no jargon]

[Subheadline: the main benefit or the key number, one sentence]

[CITY], [Month Day, Year] — [Lead paragraph: who, what, when, where, why in 2–3 sentences. A journalist should be able to publish this paragraph alone.]

[Body paragraph 1: the most important detail — what is new, what changes for customers or the public.]

[Body paragraph 2: context — why now, the problem it solves, supporting facts and figures with sources.]

"[Quote from a named spokesperson: opinion or meaning, not a repeat of the facts above]," said [Full Name], [Title] at [Company].

[Body paragraph 3: availability — dates, price if public, where to get it, how to take part.]

[Optional second quote: partner, customer or expert, with written approval.]

About [Company]

[Boilerplate: 2–4 sentences — what the company does, for whom, founded when, where. Same text in every release.]

Media contact

[Name]

[Title]

[Email] | [Phone]

[Press kit link]

###

How to fill it in

- Write the headline last; it must make sense without the rest of the release.
- Inverted pyramid: the most newsworthy fact first, background last.
- Keep to one page (about 300–500 words).
- Every number needs a source you can show if a journalist asks.
- Quotes add opinion and meaning; facts stay in the body text.
- Get written approval for every quote and every named partner before sending.
- If embargoed, put the date, time and time zone at the top.
- "###" marks the end of the release.

What must not be in a press release

- Unapproved quotes or names of partners and customers.
- Superlatives without proof ("the best", "the first") and unverifiable claims.
- Internal figures that are not cleared for publication.
- Several unrelated announcements in one release.