**Press Release Example and Template**

All press releases should be written in an industry standard format. Below is a simple template, with the body providing a description of each area of the release.

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person

Company Name

Voice Phone Number

FAX Number

Email Address

Website URL

<HEADLINE>

<City>, <State>, <Date> - The first paragraph. Begin your

press release with a two sentence paragraph that provides a quick

overview of the news why it is important. It should read easily and

make your news sound exciting to a general audience.

Next, provide some background information on the product or service.

Make sure to write your release in terms that readers consumers, your

target audience, and the general public will understand. Do not use

industry terminology, and provide definitions that readers might not

know about or understand.

Your text should explain the purpose, target market, and benefits

of your product or service, and intrigue the the reader to find out

more, visit your website, contact you for more information, recommend

your product to a friend, or sell your product to management.

ABOUT <COMPANY>

The final paragraph should be a brief description of your company and the

products and services it provides. Include a summary of other products

and services your provide, and a brief history of the company. Also

include "For more information, contact: " as the last sentence.

- END -