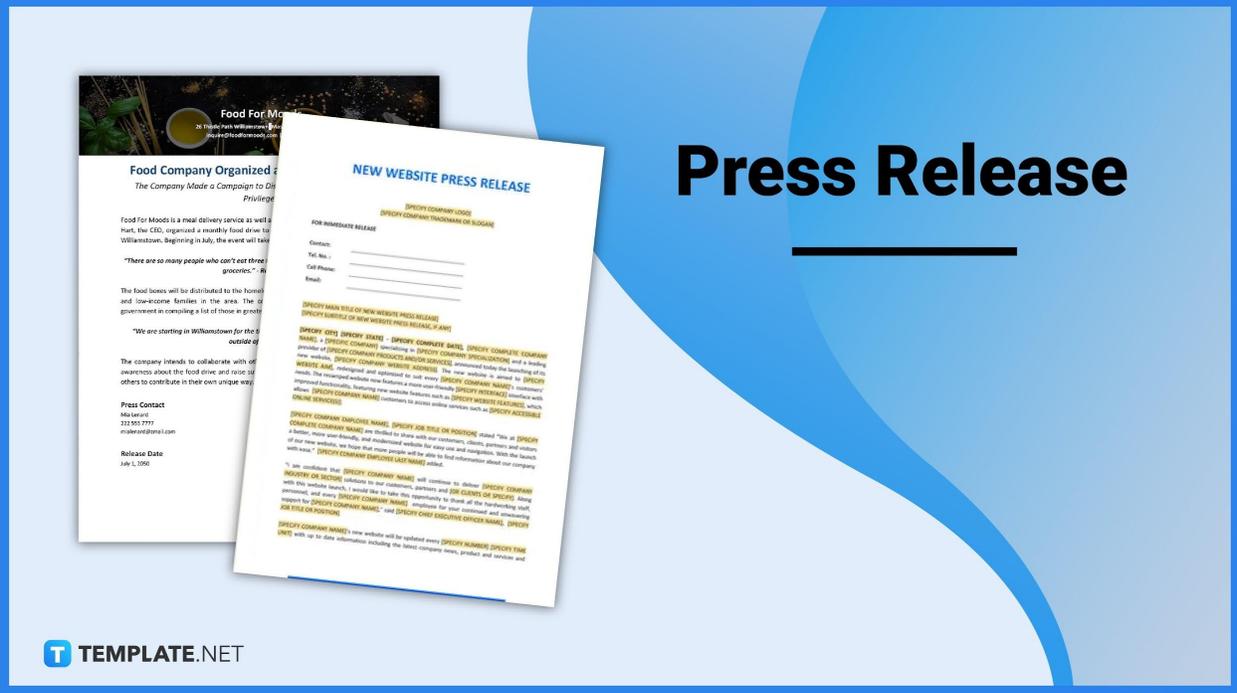


Press Release

A press release document can contain a formal statement by the company toward its intended audience or it may also contain a brief announcement. When written properly, the document can garner valuable media attention while allowing the brand or the company to shape the narrative to their preference.



Press Release Definition & Meaning

A press release is defined as an official statement issued to newspapers and other media giving information about a particular matter.

It should also read like a news story, written in third-person, should cite quotes and sources, and should also contain standard press release information.

What Is a Press Release?

A press release refers to an official statement delivered to members of the news media to give out relevant information, make an official statement, or have an announcement directed for public release. It's most commonly delivered via a live conference that's aired on television or through their respective social media sites or via their official website. This document is usually sent to a company's stakeholders, their business community, their potential business partners, and so on.

10 Types of Press Release

Event Press Release

An [event press release](#) is a document that is created by a company that's intended for release to media outlets and announces to current or prospective customers about an event or multiple events that are to be hosted by the company. This document can also be made and released to the public after the event has happened to let the public know about any relevant details regarding the event. This type of press release contains information such as the theme of the event, the location of the event, the date and time of the event, and so on.

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Go Green Project

4115 W Berry Rd Sterling Michigan 48659
inquire@gogreenproject.com | 222 555 7777

Celebrity Tree Planting Campaign

Celebrities and Influencers who are volunteers will spearhead the 2055 Tree Planting Campaign

This year's tree planting campaign, which will take place at Silver Lake State Park, will be one of the organization's largest events. It aims to raise societal awareness of the importance of tree planting and preservation, express our concern for the environment, and mitigate the negative effects of climate change.

"Each celebrity has pledged to make a contribution to future environmental projects." - Cara Michael, President

According to the president of the organization, the main reason this year's program is led by celebrities and social media influencers is because they have the power to inspire others to make a difference in their own small way.

"I'm excited to be a part of this campaign. I am a strong supporter of environmental protection." - Bethany Crass, Actress

According to the actress, trees help clean the air we breathe, filter the water we drink, and provide habitat for more than 80 percent of the world's terrestrial biodiversity. This year's event we hope, will pave the way for larger, more meaningful projects in the future.

Press Contact

Alice Oliver
222 555 7777
aliceoliver@zmail.com

Release Date

March 1, 2055

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Non Profit Press Release

Press release documents are not only useful for big-name corporations, but they can also be useful for nonprofit organizations, too. A [nonprofit press release](#) is usually a press release document that's released to the media and serves to encourage the editors to include the nonprofit's short, factual stories in their publications. The general aim of this type of document is to keep the nonprofit organization in public discussion.

Food Assistance Program

105 Racquet Pl Ruidoso, New Mexico, 88345
inquire@endmalnutritionprogram.com | 222 555 7777

Nationwide Feeding Program In Public Schools

The goal is to visit all of New Mexico's public schools before the school year ends.

The Food Assistance Program's mission is to provide nutritional supplements to children in primary and pre-school settings. We want to prevent malnutrition in children enrolled in primary school or pre-school who have disadvantaged, indigent, or poor parents.

"In my opinion, it is my duty as a parent to help kids' nutritional statuses improve." - Harvey Smith, Chairman

The organization was founded with the sole intention of nourishing children's growth and development, boosting their immune systems, and enhancing health and nutrition values and behavior. Dave Smith stated that no child should go hungry. We are starting with children for the time being, but we will gradually work on providing assistance to the homeless as well.

"Several people who support our efforts to end hunger made this program possible."

The organization has raised enough money to provide healthy food for all of the students' lunches. We believe that feeding programs empower people by providing them with nutrition, allowing them to go about their daily lives and become more responsible citizens, ultimately allowing them to aspire to a brighter future. Ultimately, the advantages of feeding programs extend beyond providing nutritious meals.

Press Contact

Jessica Carson
222 555 7777
jessicacarson@zmail.com

Release Date

September 1, 2050

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New Hire Press Release

A [new hire press release](#) is a report document that's announced by companies to the public and usually talks about the details of an individual who they've just hired. This document usually covers the skills, the work history, and the expected contributions of the new hire. This is generally released by companies to build their brand and raise workplace morale.

Granaldi Technologies

5926 187th Ln SW Rochester, Washington 98579
inquire@bachcorporation.com | 222 555 7777

Granaldi Technologies Welcomes Its Youngest CEO

The board and shareholders named 20-year-old Harrison Monte to be the new Chief Executive Officer.

Following the resignation of former CEO Alexander Monte, the announced the appointment of his younger brother, Harrison Monte, to fill the vacancy. Despite being new to the job, the 20-year-old bachelor is the company's youngest CEO in its history, and he has already made positive changes for the company.

"The family recognized his potential to run the company even while he was still a student." - Alexander Monte

Because of his brother's interest and expertise in data science and software development, the former CEO stated that he used to ask his brother for advice on new ideas and products that the company should launch.

"The company anticipates many changes and improvements in the management department, which will result in an increase in sales."

Employees notice the young CEO's knowledge, enthusiasm, and dedication to his work. He is full of ideas and has a lot of energy to contribute to the achievement of the company's goals. Employees, clients, and loyal customers are all looking forward to what's next.

Press Contact

Mike Walter
222 555 7777
mikewalter@gmail.com

Release Date

January 1, 2051

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Company Press Release

A [company press release](#) is an official statement that a company makes to the news media and any publishing or announcement medium. It can be done in writing or a recorded message, and can also be read on a company's blog site. This document can also be called many variants, such as a company press announcement, or a company news release.

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Willow & Suns

1360 Shire Cir Highlandville, Missouri, 65669
inquire@willowandsuns.com | 222 555 7777

Celebrity-Owned Clothing Company Launches New Website

Customers will find the newly designed website aesthetically pleasing and full of new features.

Willow & Suns established a new company dedicated to customer satisfaction. Customers love the website's regular fresh content, easy email list registration, convenient shopping experience, updated design, and improved speed, and sales are steadily increasing.

"We wanted to design a website that customers would enjoy browsing because it is entertaining and simple to use." - Celeste Wheeler, CEO

Celeste Wheeler estimates that 70-96 percent of website visitors are unlikely to return. The primary goal of the company is to convert those one-time visitors into customers. One of the reasons for the website's improvement is to encourage customers to stay longer and read the content.

"Additionally, we updated the pictures and videos to give clients a new angle on our company."

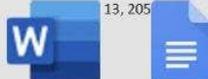
A survey found that many website visitors would rather watch a video than read text. More than half of executives polled said they'd rather watch a video than read text, and video marketers grow revenue 49 percent faster than non-video users. The company wishes to include visual content in order to maintain the customer's interest.

Press Contact

Daniela Avila
222 555 7777
danielaavila@zmail.com

Release Date

13, 205



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Real Estate Press Release

Press release documents are great for most businesses, and a particular example in which this document can be useful is for real estate agents. A [real estate press release](#) serves as an avenue for the agents to spread the word about what they do. In other words, this document can be really helpful for them to increase their lead generation and their chances of getting noticed by prospects.

Kriza Real Estate

Rr Box 150 Pauls Valley, Oklahoma, 73075
inquire@krizarealestate.com | 222 555 7777

New Subdivision In Pauls Valley Press Release

Building a safe and better community with great amenities is one of the goals for this project.

This year, Kriza Real Estate plans to begin construction on a new subdivision in Pauls Valley, Oklahoma, that will provide residents with a convenient, secure, and peaceful lifestyle. The subdivision will be exclusive and gated, with 24 hour security, allowing homeowners to feel safe in their homes.

"I've always dreamed of living in a neighborhood that is both beautiful and close to everything I need." - Jace Williams, CEO

There are numerous advantages to living in a gated community. One example is safety and security. It typically has fixed entry and exit points that are either manned or electronically secured. This means that the community will only be accessible to verified residents and visitors. The security gate prevents trespassers or thieves from passing through. CCTV cameras, electronic fences, intercom systems, and other security measures will be put in place.

"One of the very convenient pros of living in a gated community is the access to a number of amenities."

We will have a golf course, tennis courts, football fields, and other amenities, as well as swimming pools and gyms. A well-integrated community with shared facilities makes for a comfortable way of life.

Press Contact

Marian Bobson
222 555 7777
marianbobson@zmail.com

Release Date

December 1, 2051

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New Employee Press Release

A [new employee press release](#) is a document that's used by companies to welcome a new employee to their department. This document serves as a formal way to inform everyone that needs to be informed about a new employee, which can be a new executive chairman. The format of this press release usually follows specific standards and is usually published in the internal communications channels of the company or on news sites.



Newly Appointed Head Of Design Press Release

CEO Mike Lewis Chose A New Chief Design Officer To Lead A Project For A 5-Star Restaurant

The Champere Restobar commissioned Vietra Digital to design the official business logo, website, and menu logos. Prior to the start of the project, the previous Chief Design Officer was fired for poor performance and violating company policy, so a new CDO with much more experience and a good work performance was appointed. With the arrival of new management, the company hopes to work on more exciting projects.

"This new restobar is already generating a lot of buzz because the owner is an A-list celebrity, so we're thrilled that we were chosen to work on their brand logos."

This project required a lot of effort from the design team. They had a list of elements that should be included, one of which is developing a logo with a distinct personality that is reflected in the restobar's service and product packaging. We also created custom lettering to make the brand stand out. The font also reflected their business' tone.

"We always strive to provide a great service for our customers." - Paige Madison, CEO

We understand how important a restaurant's logo is because it establishes a brand identity and aids in establishing an immediate connection with the restaurant. It raises brand visibility and allows them to connect with all potential customers. Our company is well-known for its original design concepts, which other businesses find difficult to replicate. We're relieved that everything went smoothly for this project.

Press Contact

Mary Mackintosh
222 555 7777
marym@zmail.com

Release Date

March 15, 2055

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Social Media Press Release

A [social media press release](#) is different from a conventional press release since this is made to go directly to its intended audience as opposed to journalists and industry insiders. This type of press release usually is found in an online newsroom instead of a simple pitch email. What this means for the journalists is that it makes it easier for them to find this press release since it can be done via a simple search.

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Company Will Launch New Social Media App

NP Tech has created a new social media app that would showcase the beauty of art

CanvasGram will be the name of NP Tech's new social media app. It will feature the works and talents of painters, sculptors, photographers, poets, writers, dancers, and musicians. It will also allow fans and followers to make donations to their idols.

"Art is important because it gives us meaning and helps us understand our world."

Art appreciation improves our quality of life and makes us feel good. When we make art, we become better at solving problems and we become more receptive to new ideas. This new app's goal is to celebrate art and make people appreciate its beauty.

"I love art and I want to create a platform where art lovers like me can be free to be themselves." - Alexa Lewis, Developer

Art is commonly associated with artistic works in a gallery or museum, but the truth is that we are surrounded by art and use it on a daily basis without even realizing it. Most people are unaware of how important art is in our lives and how much we rely on it in all of its forms in our everyday lives. We hope that by using this app, people will be encouraged to create their own work of art.

Press Contact

Maya Richards
222 555 7777
mayarichards@zmail.com

Release Date

January 20, 2050

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Business Acquisition Press Release

A [business acquisition press release](#) is a document that's released by companies that serve as a message to notify everyone concerned about a recent business acquisition. This style of press release usually covers the names of everyone involved in the acquisition, details about the transaction, and the anticipated effect that it will have. It is also important that this document be presented in a way that the key stakeholders do not refuse the acquisition thoughtlessly.



Sotaro Bought 100% Shares of vio Mobile

CEO of Sotaro Corp. is now the new owner of vio Mobile After the Latter's Near Bankruptcy

Miko Sotaro, a successful Japanese businessman, now owns Vio Mobile after purchasing all of the company's shares. Vio Mobile has been in business for a decade, but they nearly went bankrupt last year after losing a lot of money due to poor management.

"Vio Mobile will return to the top because we will work hard to improve our products and employee management."

On August 11, 2050, Miko Sotaro Corporation will host a party as well as a product launch to celebrate the new mobile company's new management. The new owners also announced that Vio Mobile would be expanding from the creation of mobile phones to the launch of computers and smart televisions.

"We hope that the customers will try our products and notice the improvements that we made."

Aside from introducing new products, Vio Mobile updated their company logo and created commercials and advertisements to promote the brand. Loyal Vio Mobile users are looking forward to the next chapter.

Press Contact

Jace Balding
222 555 7777
jacebalding@zmail.com

Release Date

August 1, 2050

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Grand Opening Press Release

A [grand opening press release](#) is a press release template that announces an upcoming opening day of a large establishment. It can be an important document for establishments since this document will allow them to garner public awareness about the upcoming opening event. This also follows a specific format such as the headline, the event details, supporting information, and contact information.



Viscov Restaurant

461 S Greensboro St Carrboro North Carolina 27510
inquire@viscovrestaurant.com | 222 555 7777

80s Themed Restaurant Opens On Christmas Eve

Viscov Is More Than Just A Restaurant; It's A Trip Back To The Vibrant Era Of The 1980s

Pietro Viscov, the owner of Viscov Restaurant, wanted to incorporate the bright colors and bold print aesthetic of the 1980s into the restaurant's vibe and design. The grand opening will be an open house on December 24, 2050, at 6 p.m. There will be a live band and other musical performances.

"The concept will be a mixture of an 80s diner and a fancy restaurant." - Owner

The restaurant will be open from 10 a.m. to 9 p.m., serving lunch and dinner. According to the owner, the restaurant will host a weekly game night or a talent show so that customers can look forward to something other than delicious food.

"We want everyone to have a good time when they come to the restaurant."

Aside from providing excellent customer service and satisfaction, we will also encourage our customers to donate to and support the charity with which we are collaborating, Blue Green Protection, an organization that works to protect the environment. We are looking forward to the grand opening.

Press Contact

Mia Abrams
222 555 7777
miaabrams@zmail.com

Release Date

December 10, 2050

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- Instant Download



Data Breach Press Release

A [data breach press release](#) can be used by companies to convey a message to everyone concerned that a security incident such as a data breach has occurred in their office. The content of this document usually revolves around confidential information being taken without the company's knowledge. Additionally, it may also state the culprit of the incident, such as external perpetrators or former employees.



Former Employee Leaked Company's Confidential Information Online

A Terminated Employee Stole Company Data to Sabotage Operations

On July 15, 2050, a former employee named Cyrus Willis leaked sensitive information about El Briston Corporation. It contained top-secret data from the Finance and Human Resources departments. A list of business transactions, as well as employee and client information, were also shared on Facebook.

"Cyrus Willis worked in the IT department, so he was familiar with how and what type of information is critical to the company."

The company apologized publicly to its employees and customers whose personal information was leaked online. Facebook deleted the post within 24 hours, but it had already received numerous likes, comments, and possibly screenshots.

"We assure you that this won't happen again and we have already filed a case against our former employee." - Kyle Briston, CEO

According to Kyle Briston, the company's IT department has already secured all private information and implemented security measures to prevent a repeat of the incident. The company thanked their employees and clients for continuing to believe in them despite the incident.

Press Contact

Mica Paulson
222 555 7777
micapaulson@zmail.com

Release Date

July 20, 2050

- Editable | Printable
- Instant Download



Press Release Uses, Purpose, Importance

Whenever companies create a press release document, the main goal that they should keep in mind is that the statement should, at the very least, pique the interest of a journalist or publication. Companies should allow these documents to also gain significant attention in the media but at the same time let these documents tell the narrative that they prefer. Here are some other uses and importance of this type of paper.

Company announcements

One key reason why this document is important, especially for large companies is so that they have a medium they can use to deliver any kind of company announcement. This can involve any form of restructuring, company expansion, a big strategic partnership, and so on. Usually, the most important audience of these statements is the company's stakeholders.

It helps save resources

Press releases are also important for media corporations, and not just the companies that put out these documents. This is because it helps decrease costs while improving the amount of material that a media company can release at a given time. Since the material is already pre-made or pre-packaged for the media companies to use, they save time and the budget that's needed when they usually get their stories firsthand and build them from scratch.

Product announcements

A reason why this document is essential for brands, no matter how small or big they are, is that it helps them communicate any announcements that are relevant to the product or service they create. This can involve the launch of new products, improvement of current products, and so on. Usually, the audience for this kind of release would be the target market that the brand is appealing to.

It increases customer engagement

This function of a press release document is more prevalent in today's age due to the widespread use of online news distributors. Whenever a well-written press release gets released to the public, there is a chance that it gets the attention of customers, which, in turn, will lead to direct engagement and sharing on social channels. For this document to be able to do so, however, it needs to place high in the search rankings since it enhances the exposure to the target audience.

Breaking news announcements

Another purpose of a press release that can benefit companies is for breaking news announcements. This can communicate any urgent matters or drastic events in a company, such as the resignation of a major individual, or even the death of a high-ranking company officer. Whenever a document of this purpose is being created, the most efficient way to do so would be to state the facts and accompany it with a clear explanation.

What's in a Press Release? Parts?

Headline

This is the first part that the reader usually sees and indicates what the press release is all about.

Summary

This section summarizes the key points of the press release document.

Date and Location

This part of the press release indicates the date and location of the announcement.

Main Body

The main body serves as the most important part of the press release and provides all the information concisely and effectively.

Boilerplate

This provides a quick overview of the company that generated the press release.

Ending

This is usually indicated by the symbol ### and helps avoid any extra text to be published by accident.

Press Release Anatomy

Headline

Boilerplate

Summary

Main Body

Ending

Date and Location

Food For Moods
26 Thistle Path, Williamstown, Massachusetts 01267
inquire@foodformoods.com | 222 555 7777

Food Company Organized a Monthly Food Drive
The Company Made a Campaign to Distribute Food Packs for the Less Privileged

Food For Moods is a meal delivery service as well as a food subscription box company. Rebecca Hart, the CEO, organized a monthly food drive to assist financially disadvantaged residents of Williamstown. Beginning in July, the event will take place on the twentieth of every month.

"There are so many people who can't eat three times a day because they can't afford to buy groceries." - Rebecca Hart

The food boxes will be distributed to the homeless, children in orphanages and public schools, and low-income families in the area. The company requested assistance from the local government in compiling a list of those in greatest need so that they could be prioritized.

"We are starting in Williamstown for the time being, but we hope to help more people outside of this town."

The company intends to collaborate with other organizations and influential people to raise awareness about the food drive and raise sufficient funds. The company also hopes to inspire others to contribute in their own unique way.

Press Contact
Mia Lenard
222 555 7777
mlenard@gmail.com

Release Date
July 1, 2050

How to Design a Press Release?

1. Select a [Press Release Size](#)
2. Decide on how the document is going to be used
3. Pick a [Press Release Template](#)
4. Modify the contents and the structure according to your purpose
5. Add any supporting graphics/photos
6. Finalize and download

How to Design a Press Release?

STEP
01

Select a Press Release Size

Decide on how the document is going to be used

STEP
02

STEP
03

Pick a Press Release Template

Modify the contents and the structure according to your purpose

STEP
04

STEP
05

Add any supporting graphics/photos

Finalize and download

STEP
06

Press Release vs. Newsletter

Press release documents are designed to convey information clearly and succinctly, follows a more specific format, and are usually designed to be disseminated to outside media outlets.

A newsletter is a document that's to be disseminated mainly internally within a business or agency (though exceptions can occur when an external newsletter can also be created), has more freedom of format, and can be varied in its subject matter.

What's the Difference Between Press Release, Submission, and Report?

A press release is prepared by company staff and usually contains company updates, news, or events, and should be supported by facts or quotes from a company spokesperson.

A submission (or article submission) is a document that usually contains informative content regarding a specific topic and can be written with a casual approach.

A report (or press report) is a document that is prepared by a news reporter and is used as a medium for providing actual information to the general public.

Press Release Sizes

Press release documents usually follow a standardized format, and that includes following the right document sizes to ensure that the layout and structure are preserved and the document can serve its purpose. Here are the common [press release sizes](#) that will need to be followed when creating this document.

- Statement (5.5×8.5 inches)
- Letter Wide (11×8.5 inches)
- Legal (8.5×14 inches)
- A4 (8.3×11.7 inches)

Press Release

TYPE OF DOCUMENT	SIZES
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Statement	5.5×8.5 inches
-----------	----------------

Letter Wide	11×8.5 inches
-------------	---------------

Legal	8.5×14 inches
-------	---------------

A4	8.3 × 11.7 inches
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Press Release Ideas

Press release documents can be pretty commonplace, which makes the process of making one relatively easy. If that doesn't prove to be the case, then the following [press release ideas](#) and examples should be of great help.

- [Press Release Ideas and Examples](#)
- [Law Enforcement Press Release Ideas and Examples](#)
- [Public Health Press Release Ideas and Examples](#)
- [New Board Member Press Release Ideas and Examples](#)
- [Company Anniversary Press Release Ideas and Examples](#)

- Art Exhibition Press Release Ideas and Examples
- Campaign Press Release Ideas and Examples
- Book Press Release Ideas and Examples
- Artist Press Release Ideas and Examples
- Fundraising Press Release Ideas and Examples
- Author Press Release Ideas and Examples

FAQs

What is in a press release?

A press release document usually contains company updates, news, or events, that are deemed by the company to be newsworthy.

What are the 7 parts of a press release?

The 7 parts or key elements of a press release are the headlines, dateline, introduction, body, boilerplate, call to action, and contact details.

What should a press release include?

A press release should include any significant news, company updates regarding new hires or crucial events, and any other information that can be considered newsworthy by the company.

What is the structure of a press release?

The structure of a press release usually includes the headline, the lead paragraph, any supporting paragraphs, and a final one that contains relevant background information.

How do press releases work?

Press releases work by drawing media attention to newsworthy events in the company.

What are the three qualities of a good press release?

The three qualities that make a press release really effective are being nimble, being atomized in content, and is useful to the readers.

What do you do with a press release?

When you create a press release, the one thing that you will do is to accurately represent and promote significant corporate news.

What does ### mean in a press release?

The ### symbol in a press release signifies the end of a document and helps publishers to not accidentally publish any extra text.

What makes a successful press release?

The factors that make a successful press release are the eye-catching headline, a compelling and shareable story, a call to action, and an effective distribution strategy.

What is a call to action in a press release?

A call to action in a press release refers to the implied suggestion of marketing and is designed to produce a measurable action from the reader.