

[YOUR COMPANY LOGO]

FOR IMMEDIATE RELEASE *(Replace with: EMBARGOED UNTIL [Date] at [Time] [Timezone] — if not releasing immediately)*

MEDIA CONTACT Full Name: [First Last] Title: [Job Title] Email: [email@company.com] Phone: [+1 000-000-0000] Website: [www.yourcompany.com]

[YOUR HEADLINE HERE]

Keep it under 80 characters. State the news as a fact, not a marketing claim. Example: "Acme Corp Launches Free Financial Planning Tool for Freelancers"

[Optional Subheadline: One sentence that adds context or a key detail to the headline.]

[CITY, STATE] — [Month Day, Year] — [Your lead paragraph goes here. This is the most important paragraph in the release. In 40–50 words, answer: Who did what? When? Where? Why does it matter? Put your strongest fact — a number, a date, a milestone — in the very first sentence.]

[Second paragraph: Expand on the announcement. Add supporting detail, relevant background, or explain what makes this newsworthy. End this paragraph with a quote from a named company spokesperson or executive.]

*"[Write a specific, meaningful quote here — not 'We're thrilled to announce.' Say what this means, who it helps, or what changes.]," said **[Full Name], [Title], [Company Name]**.*

[Third paragraph (optional): Include any additional context — data, research, timeline, availability, pricing, or next steps. This is also where a second quote from a partner or external voice can go if relevant.]

ABOUT [COMPANY NAME] [Write 75–100 words here. Describe what your company does, who it serves, when it was founded, where it operates, and any notable facts — awards, partnerships, client numbers. End with your website URL. Keep this paragraph identical across all press releases you publish.]

www.yourcompany.com

The ### symbol tells journalists and editors this is the end of the release. Do not add anything after it.