



YOUR LOGO HERE  
FOR IMMEDIATE RELEASE:  
(DATE)

Contact Name  
Organisation  
Phone Number  
Email

## HEADLINE (KEEP IT TO A SINGLE LINE)

*Subheading: a short one-sentence summary here if required*

**City, Region:** Your story begins here with the most important information first. Don't prevaricate – get straight to the point and outline the main thrust of your release before fleshing it out in the subsequent paragraphs. Reporters don't have time to dig for a story, so put the most salient information at the very top of your release.

By the second paragraph you can introduce a **quote**, but make it a good one. Reporters get dozens of press releases a day all filled with the same boring quotes. Make yours interesting and, if you can hold their attention long enough to read it, odds are by the time they reach the end of this paragraph they'll have already decided to pick up your story. Your quote should be interesting, but not wildly optimistic, so if you're quoting your CEO for example, they need to keep it real. Bear in mind that you don't have to take a quote from the top: a soundbite from a customer or partner could also work well.

Paragraph three is where many press releases meander; start to pad out the story with fluff; or lapse from factual reporting into opinion pieces. If you have supplementary information to round out the story it should go here, but don't fill your third paragraph with additional quotes or unrelated company information just to make a thin story look meatier. Reporters aren't dumb: they know when you're waffling. Don't give them an opportunity to jettison your story due to a third paragraph that sucks.

- Consider using bullet points to outline the main takeaways from your release
- They allow reporters to get a measure of whether it's a story that will appeal to their readership
- Before you sign off on your press release, proof it thoroughly because typos will only make you look amateur
- It's especially important that quotes are 100% correct as these will often be pasted verbatim into the story



**About Your Company:** Finish with a short paragraph giving some background on your company. The reporter probably won't have heard of you before and will have no idea who you are and what you do. A concise summary will save them the effort of Googling and possibly pulling up information on the wrong company. And that's your kick-ass press release done. Now all you have to do is start submitting it.