

PRESS RELEASE

Date - For immediate release / Release from date

HEADLINE

An extension to the headline – date, location, event.

Many journalists will skim read the headline and first paragraph to judge whether they will use the story. This paragraph needs to tell the reader what, where when and who. When you refer to your company for the first time in the release, add * next to the company name to indicate that you can find further information in the Notes to Editors.

Second paragraph can cover more details and provide information which is relevant to the audience.

Third paragraph wrap up the story and (if you can) plug your company and the benefits it can offer the readers. Make sure you do this in a subtle way when closing a press release. Always add this at the very end of the story: For more information visit (add your web address) or call: (add your telephone number.)

Image attached. (if you have an image state that you have attached / included one for use)

Press Contact

For more information or interviews please contact:

Your name

Company

Your direct land line number

Your mobile number

Your e-mail address

Company web address

***Notes to Editors**

Write a simple and straight to the point paragraph about your company and what it does.

Ends