

PRESS RELEASE TEMPLATE AND INSTRUCTIONS



Purpose: This document provides a template and instructions for developing press releases to disseminate information via news media about your business, product launches, public appearances, events and other initiatives.

Format: This document provides step-by-step instruction on how to develop a press release. The instructions for completing each section of the press release are in brackets.

Audience: This document is designed primarily for entrepreneurs to share news about their business or service. The document can be adapted by students and the general public.

Resources: Information about your BIG NEWS or event you plan to publicize using a press release.

[LOGO (optional)]

FOR IMMEDIATE RELEASE

[MAIN TITLE OF PRESS RELEASE]

[Subtitle]

[CITY], [STATE] — [This is the Introduction paragraph about the event, a study, or other initiative you want to publicize focusing on what is unique. To help generate interest from the news media, you want to make it engaging and newsworthy with such information as the “Five W’s” —(W)ho, (W)hat, (W)hen, (W)here, and (W)hy—when applicable.].

[Details in this paragraph should be an extension of the introduction. It should provide specifics about the topic and mention of your BIG NEWS. This paragraph could include the following sample sentence: The event/topic will feature speakers from various industries provides resources to the audience, <insert example a>, <insert example b>].

[This paragraph could include quotes from someone with authority that comments about the event/topic. Be sure to include their credentials. Quote could be followed by one sentence that summarizes the comment, or highlights a positive characteristic about your topic relating to the comment].

[This paragraph should provide more details, including how people can get involved with your topic/event and generally how your topic can be integrated into a community, if possible. This paragraph could be used to appeal to the social aspects of your topic. If there is a website link that is different from that of your BIG NEWS, you should include it here.]

About [Name of You or Your Business]

[Include a high-level overview of your business with its mission and values statements]. For more information, visit [website link].

MEDIA CONTACT:

[Name]

[Phone Number]

[Email]