

# The Complete Press Release Writing Template

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This template provides a standard structure for writing a professional press release. Replace the bracketed text [like this] with your specific information. Remember to maintain an objective, factual tone and write in the third person (outside of quotes).

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## **FOR IMMEDIATE RELEASE**

**(Optional: Add Logo Here)**

**[Your Compelling Headline Here: Include Company Name and Core News]**

Optional: [Your Sub-headline Here: Provide additional context or key benefit (1 sentence)]

**[CITY, State] - ([Month Day, Year])** - [Start your lead paragraph here. Summarize the most important information - the Who, What, When, Where, and Why of your announcement - in 1-2 concise sentences. This should grab the reader's attention and convey the core news immediately.]

[Begin the second paragraph of the body here. Expand on the information introduced in the lead paragraph. Provide more details, context, and background about the announcement. Explain the significance of the news and its impact.]

[Continue with subsequent body paragraphs as needed. Develop the story further, providing supporting facts, figures, or evidence. Ensure each paragraph focuses on a specific aspect of the announcement and flows logically from the previous one. Keep paragraphs relatively short (2-4 sentences).]

"[Insert a meaningful quote here from a key person involved, such as the CEO, a project lead, or a relevant stakeholder]," said [Full Name],

[Title] at [Company Name]. "[The quote should add perspective, insight, or human element to the story, rather than just repeating facts already stated. Ensure it sounds natural and authentic.]"

[Optional: Include a second quote if it adds significant value, perhaps from another key figure, a partner, or a customer (with permission).]

[Provide additional supporting details or context in subsequent paragraphs. This could include information about features, benefits, market context, availability, pricing, or future plans related to the announcement.]

**About [Your Company Name]:** [Insert your standard company boilerplate here. This is a brief (2-3 sentences), factual description of your company, its mission, and what it does. Write in the third person and maintain a neutral tone.]

**Media Contact:** [Full Name of Contact Person] [Title] [Company Name]  
[Email Address] [Phone Number (Optional but Recommended)]  
[Company Website (Optional)]

**###**

Or use -END-