

Press Release Sample Template

FOR IMMEDIATE RELEASE(This is the industry standard text to notify the reader that the press release can be covered or published straight away.)

FOR EMBARGOED RELEASE: 25/09/2012 9AM GMT

(An Embargoed release provides the reader which a date which the press release can be published, providing an embargoed release can give the media time to research and write a good feature on your news)

PRESS RELEASE HEADLINE

(Release headline should be catchy and aimed at luring readers to your story)

PRESS RELEASE SUMMARY

(The press release needs to be summarised so the reader understands the key elements of the news aka the Five W's - What?, Where?, When?, Who? Why?)

PRESS RELEASE BODY

(The body of the release should expand on the summary providing the facts and details.

PRESS RELEASE QUOTES

(Try to avoid the usual run of the mill quotes "Director says... we are pleased blah blah")

PRESS RELEASE FINAL POINTS

(Any final information should be included here if needed)

You can notify the reader that the release has finished by using the word ENDS, END ### END ###, or just three hash tags

NOTES TO EDITOR

(To avoid waffling into super fine details in the core release body, notes to editor is often used to summarise the core facts and provide any more relevant information such what else you can offer - Interviews, more images, free stuff, statistics, about etc...)

PRESS RELEASE CONTACTS

(One of the vital things to remember is to always include contact information so journalists can contact you, try to provide two points of contact - Name, Tel, Email)