

Press release *template*

Replace everything in [brackets], then delete the grey notes and the section headings. Keep it to one page, about 400 to 500 words. Paste it into the body of your email rather than attaching it.

01 Release line

If journalists may not publish before a set time, say so here. Otherwise write "For immediate release" or delete the line.

Embargoed until [time and time zone], [day and date]

02 Headline

One line that states the news: who did what. Around 10 to 20 words, no hype words, no jargon.

[Company] [does what], [the fact that makes it news]

03 Subheadline

One sentence with the detail that makes it matter to the reader of the publication you are pitching.

[One sentence: the result, the number or the angle]

04 Opening paragraph

Start with the city and the date. Who, what, when, where and why in two or three sentences. If an editor reads nothing else, this is enough.

[CITY, State or Country, date]. [Company], [one-line description], today [announced / launched / opened] [what]. [Why it matters, in one sentence.]

05 Detail

One or two short paragraphs of context: the problem, how this solves it, who it is for, and any numbers you can back up.

[Context and detail]

[Numbers, with where they come from]

06 Quote

One quote from a named spokesperson that adds opinion or meaning, not a repeat of the facts. Put it after the facts.

"[Quote]," said [Name], [title] at [Company].

07 Second quote

Optional: a customer, partner or investor, with their written permission.

"[Quote]," said [Name], [title] at [Organisation].

08 Availability

Price, date, where to get it, and who can use it. Leave out anything that is not decided yet.

[Available from date, price, where]

09 Links

Links, not attachments: images, a product page, a media kit.

Images (no login): [link]

Media kit: [link]

More information: [link]

10 End mark

Three hash marks tell the reader the release is over and what follows is background.

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11 About the company

The boilerplate: 50 to 100 words, the same in every release. What you do, for whom, since when, where.

About [Company]

[Boilerplate paragraph]

12 Media contact

A named person with a direct email and phone number, who will answer the same day.

[Name], [title]

[Email], [phone]

Free template from Blue Leopard Media: blueleopardmedia.com/tools/press-release-template/