

**Press Release Template**

NOTE: There are multiple formats for press releases. This is just one particular style. It offers a suggested approach to creating an effective, professional-looking press release. For help, contact us at info@initium.center or visit [www.initium.center](http://www.initium.center)

BTW, if you need help writing a press release, check out [Fiverr.com](http://www.fiverr.com/s2/101aaf029f) for amazing freelancers. For distribution, you may want to explore what [eReleases.com](https://www.anrdoezrs.net/click-100233802-11671343) has to offer.

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

[Media contact name]

[Media contact email]

[Media contact phone number]

[Headline – Your News]

[Company Name] Announces [Something newsworthy! – think First, Best, Only… what’s special about this news and what it says about you?]

e.g.

**ACME to Offer Industry’s First Overnight Service for Widgets**

[Sub-head – interesting details, news hooks, why this is a big deal]

e.g.

*Unique Money-Back Delivery Guarantee*

[Dateline: CITY, State – DATE – where you are making your announcement]

e.g.

**LOS ANGELES, Calif. – March 21, 2020 –**

[NOTE – there are many different styles of datelines. The one shown here is based on the Associated Press (AP) style.

[Lede – Including the dateline, answers the essential journalist questions of who?, what?, when?, why?, where?]

[Basic lede format:]

[Company –“Who”], [super-quick description of company], announced today [news –“what”], [why this is important – “why”]

e.g.

Acme, the world’s leading maker of widgets, announced today that it is offering overnight delivery of widgets with a money-back guarantee, the first offer of its kind in the industry.

[Additional sentences for first paragraph of press release – bolstering the news importance and adding detail to the lede.]

e.g.

The overnight delivery service is available for all worldwide customers. The company made the decision to offer overnight delivery based on customer demand. Acme, which has been making widgets since 1966, produces the world’s largest assortment of widgets.

[The Quote – what the company spokesperson has to say about the news.]

e.g.

[Basic quote format:]

[“Interesting hook comment”], [Attribution]. [“Rest of the quote.”]

e.g.

“People want our widgets yesterday,” said John Smith, CEO Acme. “Now, at least, we can get them to you by tomorrow. Our clients need widgets to run their businesses. We recognize the importance of this fact and have responded by speeding up our delivery terms.”

[Supporting paragraph(s) – Adds detail to flesh out the story and support the main news hook.]

e.g.

Acme has the industry’s widest selection of widgets, with more than 1,000 widget SKUs available for overnight shipping in its catalogue. This includes the popular X84 widget, which is used in such demanding applications as jet engine manifolds. The company is ISO 9001 Certified. Acme has also been recognized by the industry for quality, receiving the WidgetWorld Prize for excellence in engineering in 2012 and 2014.

[Call to Action paragraph – Provides detail on how to take action and get the benefit of the news story, e.g. buy the product or learn more. Also, this paragraph may contain actual pricing information.]

e.g.

Orders placed by 2PM Pacific Daylight Time will be shipped same day. The service cost varies by delivery destination.

To learn more, visit Acme.com/overnight.

[About the Company – i.e. “The Boilerplate” – not required but often useful to include]

e.g.

**About Acme**

Acme, the world’s largest producer of widgets, was founded by Samuel J. Doe in 1966 as the Los Angeles Widget Foundry Corp. In 1995, the company merged with Santa Fe Widgets and changed its name to Acme. Headquartered in Los Angeles, Acme has 14 regional offices and three distribution centers in North America as well as offices in 10 countries around the world. [www.acmewidgets.com](http://www.acmewidgets.com)

[The # signs at the end – this is an old tradition that dates back to the days of lead type. It indicates that this is the formal end of the announcement.]

# # #

**The finished product:**

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

Jane Doe

jane@acme.com

(310) 555-5555

**ACME to Offer Industry’s First Overnight Service for Widgets**

*Unique Money-Back Delivery Guarantee*

**LOS ANGELES, Calif. – March 21, 2020 –** Acme, the world’s leading maker of widgets, announced today that it is offering overnight delivery of widgets with a money-back guarantee, the first offer of its kind in the industry.The overnight delivery service is available for all worldwide customers. The company made the decision to offer overnight delivery based on customer demand. Acme, which has been making widgets since 1966, produces the world’s largest assortment of widgets.

“People want our widgets yesterday,” said John Smith, CEO Acme. “Now, at least, we can get them to you by tomorrow. Our clients need widgets to run their businesses. We recognize the importance of this fact and have responded by speeding up our delivery terms.”

Acme has the industry’s widest selection of widgets, with more than 1,000 widget SKUs available for overnight shipping in its catalogue. This includes the popular X84 widget, which is used in such demanding applications as jet engine manifolds. The company is ISO 9001 Certified. Acme has also been recognized by the industry for quality, receiving the WidgetWorld Prize for excellence in engineering in 2012 and 2014.

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