

Press Release Template

FOR IMMEDIATE RELEASE:

Contact:

Your name or press contact's name

Title

Company

Phone

Email

Company URL

Headline in Title Case; Centered; Boldface; 16-20 Point Type

Subhead (optional); centered; 12-14 point type; bold; italics

CITY NAME, State, Month 15, 2009 – XYZ Company today launches its new line of XYZ educational toys to improve a child's reading comprehension skills. This is an example of a lead sentence. Remember the lead sentence should state important information about what you're announcing. The lead paragraph should state who, what, where, when and how.

In the second paragraph, expand on any pertinent information not included in the lead paragraph.

In the third paragraph, quote the company's founder or expert. "Avoid saying we're thrilled to announce this; rather get into the heart of why your announcement is important to your customers," says Jane Smith, CEO of XYZ Company. "For example, say that this new toy helps moms feel good that their baby is having fun and learning all the while."

This next paragraph is a good opportunity to list the product's benefits to your customer. Use bullets, it helps break up the text:

- XYZ Toy helps blah blah blah.
- XYZ Toy helps blah blah blah.
- XYZ Toy helps blah blah blah.

In your closing paragraph, offer additional information such as pricing, where the product is available and anything else you need to mention.

About XYZ Company

This paragraph is called the boilerplate, which is a 3-6 sentence description of your company. Mention where your company is based, who runs it, when it was founded and what need it fills in the marketplace. End the paragraph with your URL. For additional information, please visit www.XYZCompany.com.

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