

Company Letterhead

FOR IMMEDIATE RELEASE

*(Or, if your story is embargoed,
then replace with **RELEASE DATE:**
and the date)*

MEDIA CONTACT:

*Insert name and
contact info*

Headline of Your Story

Subhead to further explain the story, if necessary

CITY, state—The lead paragraph explains the “who, what, when and where.” This can be one to three sentences and take up as much as five lines of text. Make sure this information is newsworthy. Otherwise, your story won’t get any attention from the media. Also note, writing that your organization “announces” a program or event is not newsworthy.

The next paragraph is the follow-up paragraph. This is where you answer any questions raised by the lead, or provide more details about the announcement.

Here is a great place to add a quote from a representative of your company. Use this opportunity to add to whatever was mentioned above and segue to the information that will follow.

“Quote, sentence one,” Title Name said. “Quote sentence two.”

The rest of the story should include additional quotes that add color to the story, as well as other information, in order of decreasing importance, that is pertinent to the story. Make sure that the paragraphs relate to one other: this will help with flow.

Your last paragraph should be the boilerplate: a paragraph that provides basic information about a company including stock symbols and URLs.

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