Insert your own logo

PRESS RELEASE

From: Your name and business name

Date: Put the date – if the item is not to be published before a specified date, specify what that date should be alternatively you could specify 'For immediate release'.

Subject: Think of a catchy headline but don't spend too long on it as the Editor may well change it. Try to keep to a 4 – 6 word maximum.

First paragraph outlines what and when your event is taking place. Include the 5 W's – who, what, why, where, when. If it is a story, include something really eye catching and interesting to hook the reader in.

Second paragraph includes more details about the event / background to the business.

Third paragraph can include a quote written in the first person, including the person's name and job title.

Fourth paragraph can reiterate details of the event or benefit of the service, product, or news and provide a website address.

- ENDS -

(indicates end of article)

Photo: **If you're attaching a photo, name the people in it from left to right. Try to ensure that the photo is a professional high resolution one, as the better the quality the image the more likely it is that the editor will use it to fill space in their publication.**

Media Contact

For further information / interviews / images contact:

Name

email address

contact telephone numbers

Editors Notes:

This is where you put your Boilerplate - standard background information to the business for the Editor's information which isn't included in the body of the Press Release. This may include background information on the business, products, or people, or links to further articles such as statistical detail or research providing background information.