

Press Release Template

A basic, correctly structured format for announcing real news.

FOR IMMEDIATE RELEASE

Headline

Clear, specific, states the actual news; not vague or overly clever.

Subheadline (Optional)

One additional sentence of context if the headline needs it.

City, State, Date

Standard press release format places these together, followed by the opening paragraph.

Opening Paragraph

The core news, stated plainly: who, what, when, where, why it matters.

Supporting Paragraph(s)

Additional context, details, and relevant background.

Quote

A real quote from someone relevant that adds perspective, not just repeats the headline.

Boilerplate

A short, standard paragraph about the company, used consistently across every release.

Media Contact

Name, email, phone number for press inquiries.

Before Sending

☐ Actually newsworthy, not just a marketing message dressed up as news

☐ Fact-checked; names, numbers, and dates all confirmed accurate

☐ Sent to relevant outlets/contacts, not blasted indiscriminately