**RELEASE DATE**

(This is the date at which you plan to make the news public)

**TITLE**

Think of your title like a headline in a major newspaper. You want to communicate your main point and intrigue the reader to want to find out more! Aim for 170 characters or less.

**SUBHEADING**

Your subheading should express a similar, but slightly more in-depth, message as your title. Aim for around 350 characters.

**DATELINE** Example: SACRAMENTO, Calif.

**BODY PARAGRAPH** The body paragraphs make up the bulk of your press release, with the first expanding upon the title and subheading with additional details. This is where you should get into the important facts that journalists will be looking for – the professional background of your new executive hire, the innovative features of the product you’re releasing, etc.



**BODY PARAGRAPH** Your body paragraph should also include quotes from relevant stakeholders. These quotes are the one element of a press release with which you can add some emotional appeal. For example, in reference to a new key hire, you could have a quote from your CEO saying “His leadership skills and deep understanding of our organization’s mission will make [KEY HIRE] an incredible asset to [COMPANY NAME].”

**BODY PARAGRAPH** At the left, you’ll notice we added an image. Images break up walls of text, add visual flair, and generally make your press release more appealing to reporters. Relevant images will catch the eye of the reader and amply the message you’re conveying! Don’t forget to include a multimedia element.

**BOILERPLATE** Your boilerplate, featured after your final body paragraph, is where you’ll offer a high-level background on your company. In 100 words or fewer, you’ll include what your company does, its mission, impressive metrics, links to the website, stock symbols, etc. This corporate summary helps you drive brand awareness.

**END NOTATION**

**###**

If your press release is finished, indicate the end of the document with three hash marks

**CONTACT INFORMATION**

Name

Title, Company

Phone Number

Email