

---

[Your Company/Organization Logo]

[FOR IMMEDIATE RELEASE or EMBARGOED UNTIL [DATE]]

Contact Information:

[Your Name]

[Your Title]

[Your Company/Organization]

[Phone Number: (XXX) XXX-XXXX]

[Email Address: example@example.com]

Headline (AP Style):

[Capitalize the first letter of each major word; avoid using ending punctuation]

City, State, Date—[Write a Lead paragraph summarizing the news in 1-2 sentences. Answer the who, what, when, where, why, and how.]

[Additional details about the news, including quotes from relevant parties]

Quote (AP Style):

[Put the speaker's name and title in parentheses after the quote; use present tense, even if the statement was made in the past]

Supporting Details (AP Style):

[Follow AP style for numbers, abbreviations, and capitalization]

Boilerplate (AP Style):

[A brief paragraph about your company, providing an overview of its mission, products/services, and notable achievements. Follow AP style guidelines for writing company names and titles.]

Closing Paragraph (AP Style):

[Reiterate the significance of the news and any upcoming events or developments related to it.]

About [Your Company/Organization] (AP Style):

[A brief paragraph providing more information about your company, including its history, mission, and key offerings.]

For Media Inquiries (AP Style):

[Contact information for media inquiries, including a name, title, phone number, and email address. Follow AP style for formatting phone numbers and email addresses.]

Social Media Handles/Links (AP Style):

[Optional: Include links to your company's social media profiles for additional engagement. Follow AP style for formatting URLs.]