



Crisis Communications Press Release Template

FOR IMMEDIATE RELEASE

[Your Company Name] Addresses [Brief Description of Crisis]

[City, State] – [Date] – [Your Company Name], a leading [industry] company, announces [nature of the crisis, e.g., a data breach, product recall, etc.], impacting [who/what is affected]. We are taking immediate and comprehensive actions to address this issue and ensure the safety and security of our stakeholders.

Details of the Crisis:

What Happened: Provide a brief and clear description of the event.

Impact: Explain the scope and scale of the impact (who/what is affected).

Response: Outline the steps your company is taking to address the crisis and mitigate further damage.

Our Commitment:

[Your Company Name] is committed to transparency and integrity. We are [additional steps or actions being taken, such as collaborating with authorities, conducting internal investigations, etc.]. Our priority is the safety and well-being of our customers, employees, and partners.

Contact Information:

For more information, please contact:

[Company Spokesperson]

[Title]

[Your Company Name]

[Phone Number]

[Email Address]

[Website URL]

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Example of Crisis Communications Press Release

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Niya Collection Addresses Perfume Contamination Issue

Douala, Cameroon – May 15, 2024 – Niya Collection, a leading distributor of perfumes, announces a voluntary recall of its latest perfume line due to potential contamination that may pose health risks to consumers. We are taking immediate and comprehensive actions to address this issue and ensure the safety and security of our stakeholders.

Details of the Crisis:

What Happened: During routine quality checks, we discovered potential contamination in certain batches of our new perfume line.

Impact: The affected batches have been distributed to various retailers across the country, and some customers may already have purchased these products.

Response: We have initiated a voluntary recall of all affected batches and are working closely with health authorities to investigate the source of contamination.

Our Commitment:

Niya Collection is committed to transparency and integrity. We have halted production and distribution of the affected product, and we are conducting a thorough internal investigation. Our priority is the safety and well-being of our customers, employees, and partners. We advise all customers to discontinue the use of the affected products immediately and return them to the place of purchase for a full refund.

Contact Information:

For more information, please contact:

Francis J. Selo

CEO

Niya Collection

[Phone Number]

[Email Address]

[Website URL]

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Feel free to customize the template and example to suit your specific needs and the nature of the crisis.