



## Lamphill Perfect Press Release Template

[Your Company Logo]

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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

[Date]

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### **Headline: Captivating and Informative**

*Your headline should be concise, and attention-grabbing, and summarize the key point of your press release. Aim for 10-12 words.*

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### **Subheadline: Additional Context to Support the Headline**

*Provide a subheadline that offers a bit more detail about the announcement. This should be 1-2 sentences long and add context or highlight an important aspect of the news.*

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**City, State – [Your Company Name], [Date]** – *Begin the body of your press release with a strong opening sentence that provides the most important information. This is known as the lead and should answer the who, what, when, where, and why of your news.*

### **First Paragraph: The Essentials**

*In the first paragraph, expand on the lead with essential details. Keep it brief and to the point. Mention the core of your announcement and why it matters.*

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### **Second Paragraph: Supporting Information**

*Provide supporting information, such as key details, statistics, and quotes from company executives, or important stakeholders. This section should provide more depth and context to the announcement.*

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### **Third Paragraph: Additional Details**

*Offer additional information that might interest the reader, such as the background of the company, historical context, or broader implications of the news. This paragraph can also include more quotes or data.*

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### **Fourth Paragraph: Call to Action**

*Conclude with a call to action or next steps. This could be information on an event, a link to a website for more details, or instructions on how to get in touch for further information.*

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### **About [Your Company]:**

*A brief company bio that provides context about your organization. This should be 2-3 sentences long and include your company's mission, history, and any relevant accolades.*

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### **Contact Information:**

*Provide contact information for the media to reach out for more details. This should include:*

- **Contact Name**
- **Position**
- **Phone Number**
- **Email Address**
- **Company Website**

By following this template, you can craft a professional and compelling press release that effectively communicates your news and captures the attention of your target audience.