

## Company Crisis Press Release Template Example

Let's look at a practical example. Suppose a food company discovers contamination in one of its products. Here's how a crisis press release might look:

### Sample Press Release

#### FOR IMMEDIATE RELEASE

**[Company Name]** Announces Voluntary Recall of **[Product Name]** Due to Potential Health Risk

**[City, Date]** — **[Company Name]**, a leading producer of **[product category]**, today announced a voluntary recall of **[Product Name]** due to potential contamination with **[contaminant]**. This action is being taken as a precautionary measure to ensure the safety and health of our customers.

After routine testing, traces of **[contaminant]** were found in a specific batch of **[Product Name]**. While no illnesses have been reported, we are taking this step out of an abundance of caution. The affected batch numbers are **[list batch numbers]**, with expiration dates **[list dates]**.

“We are committed to the highest standards of quality and safety,” said **[CEO Name]**, CEO of **[Company Name]**. “We apologize for any inconvenience this may cause and are working closely with the relevant health authorities to address this issue swiftly.”

Customers who have purchased **[Product Name]** are urged not to consume it and to return it to the place of purchase for a full refund. For more information, customers can contact our customer service at **[phone number]** or visit our website at **[website URL]**.

About **[Company Name]**

**[Brief company background]**

Contact:

**[PR Contact Name]**

**[Phone Number]**

**[Email Address]**

**END**