

Checklist on How to Write and Format a Partnership Press Release

1. Preparation

- **Identify Key Information**
 - Names of the companies involved
 - Purpose and goals of the partnership
 - Benefits of the partnership for customers and stakeholders
 - Quotes from executives or key stakeholders
 - Contact information for media inquiries
- **Research and Gather Details**
 - Background information on the companies
 - Details about the partnership agreement
 - Any significant achievements or milestones related to the partnership

2. Writing the Press Release

- **Headline**
 - Create a clear, concise, and attention-grabbing headline
- **Subheadline**
 - Provide a brief, secondary headline that adds more context
- **Dateline**
 - Include the city and date of the release
- **Introduction**
 - Write a strong opening paragraph that covers the who, what, when, where, and why of the partnership
- **Body**
 - Expand on the details of the partnership
 - Explain the purpose and benefits of the partnership
 - Include relevant statistics, data, or achievements
 - Add quotes from executives or key stakeholders
- **Boilerplate**
 - Provide a brief description of each company involved in the partnership
 - Include each company's mission statement or core values
- **Call to Action**
 - Suggest the next steps for readers or provide additional resources
 - Include links to company websites or contact information
- **Contact Information**
 - Provide contact details for media inquiries

3. Formatting

- **Length**
 - Keep the press release to one page if possible
- **Font and Style**
 - Use a professional, easy-to-read font (e.g., Arial, Times New Roman)
 - Maintain a consistent font size and style throughout the document
- **Structure**
 - Use short paragraphs and bullet points for readability
 - Include subheadings to break up sections
- **Proofreading**
 - Check for spelling and grammar errors
 - Ensure accuracy of all information and data
 - Verify the correct formatting of quotes and attributions

4. Distribution

- **Target Audience**
 - Identify the media outlets, journalists, and influencers who are relevant to your industry
- **Timing**
 - Choose an optimal time to release the press release for maximum exposure
- **Distribution Channels**
 - Use press release distribution services
 - Share the press release on company websites and social media channels

5. Follow-Up

- **Monitor Coverage**
 - Track media coverage and responses
 - Engage with journalists and respond to inquiries promptly
- **Evaluate Impact**
 - Assess the effectiveness of the press release in achieving its goals
 - Collect feedback and identify areas for improvement in future releases