



## PRESS RELEASE TEMPLATE

### [Headline]

Insert a clear, concise, and engaging headline that summarises your story. Avoid being overly clever; clarity is key.

### [Subheading (Optional)]

Provide a brief expansion of the headline if necessary, maintaining clarity and relevance.

### [Date and Location]

Include the release date and the location of the news/event. This helps in identifying the timeliness and geographical relevance of the story.

### [Introduction (First Paragraph)]

- Summarise the most important aspects of your story (who, what, where, why, when) in no more than 15-20 words.
- This should read like the opening of a news story, capturing the 'top line' of your press release.

### [Body (Second and Third Paragraph)]

- Provide detailed information about the news/event, maintaining a focus on newsworthiness.
- Include any surprising elements or aspects that solve problems or add value.
- Keep the content within 300-400 words to ensure conciseness.

### [Quotes]

- Use quotes to add credibility, insight, and a human touch.
- Ensure they sound real and provide perspective, avoiding jargon and technical language.

### [Boilerplate - About the Company]

- Give a brief, relevant background about the company or organisation.
- This section should support the news/event, providing context and credibility.

### [Call to Action (Optional)]

- If relevant, include a call to action or what you want readers to do next.
- Keep this clear and direct.

### [Contact Information]

- Provide comprehensive contact details for further information (name, phone number, email, website).
- This should be the go-to person for all media inquiries.

### [Notes to Editors (Optional)]

- Include any supplementary information that may assist journalists.
- This can contain background details, additional statistics, or related reports.

