

# Sample Press Release Template

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**[Your Logo Here]**

FOR IMMEDIATE RELEASE: (date)

## **[Title Here]**

(Example: XYZ Inc announces launch of new website <>)

*Description: (optional) This is a very short description about the press release. some distribution sites will ask for this.*

[CITY], [STATE],[Date] – [This is the opening paragraph. It should contain about 3-5 lines and considered most important since this catches attention of news readers and journalists. Typically questions for questions of who, what, when, where and why answered here. Keep it short and highlight what’s whole release is all about.]

[This paragraph goes into little depth. Give more details of product or any events taking place. This should contain about 2 comments made by spokespersons. For example, Mr. XXX said “xxxx”.]

[This paragraph focus on where users can find detailed information about product or events. Give a contact or website site for more information so that more additional information can be found. This paragraph should be concluded within 3-5 lines]

[The conclusive paragraph is known the “boilerplate” and can contain no more than 2-3 lines. A short "about" section, providing independent background on the issuing company, organization, or individual. Here you should explain future aspects, your or aim in meeting the current market or success. In general what you intend to do achieve.]

### **Contact Information:**

[Company Name]

[Address]

[Telephone]

[Website]

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(This mark lets the reader know that it is the end of the article.)

*[Editors Note: optional]*