

Your Logo

Press Release

Issued Date _____ For Immediate Release
OR Embargoed Until Date _____

Title... make it brief and attention-grabbing

The first sentence should be a summary of the story. Get your key points across to catch the journalist's attention or they may not read further. Answer all the important questions like who, what, where, when, why and how. Write as if you are speaking to the readers of the publication – review your target publication for an appropriate style.

Expand on the details in the second paragraph. Remember the journalist will want to know what is unique or new about your story and why it will appeal to their readers. Then, back up your claims with facts and statistics in the following paragraphs. Write in the present tense, and use 'he' or 'she' instead of 'I'.

Go on to illustrate your story with quotes, "*A quote, written in italics, from a key person, helps bring a story to life. Make sure your quote adds new information to the release*".

As well as quotes, you could use bullet points to highlight points about your story:

- Special
- Timely
- Unique

Finish off with details such as dates, times, how to order or contact you – this only needs to be brief, and should be the details you would like to see in print. Fuller details can go in 'Notes to Editors', opposite.

##Ends##

It's simple to add a photo or illustration to catch the journalist's eye and bring the press release to life. If you are emailing it, make sure you use a low resolution image, so the file isn't too large.

Notes to Editors

- 1 Tell the editor who to contact for more information – include mobile, landline and email if possible.
- 2 Also include short background information on your company, when it was launched, achievements, mini biography of the founder, etc.
- 3 Include company name, fax number, email and website address.
- 4 Include opening hours, prices, venues, dates as appropriate to your story.
- 5 You should also state whether you have photos available.