



[Organization Name]
[Organization Address]
[Organization City, State]
[Organization Phone Number]
[Organization Fax Number]
[Organization Email]
[Organization Web Site]

NEWS RELEASE

[Place News Release Embargo Information Here]
[If no embargo exists, use “**For Immediate Release: Date**”]

FOR MORE INFORMATION CONTACT:

[Name, Title]
[Contact Phone Number]
[Contact Email]

[TYPE CAPTIVATING HEADLINE HERE IN ALL CAPS, IDEALLY UNDER 80 CHARACTERS]

[Type Optional Sub-headline here in Italics to build on headline]

CITY, STATE (Month, Day, Year) – [Lead paragraph that summarizes the rest of the press release in no more than 25 words. Do not restate the headline. Concisely give the reader a reason to read the news release.]

[Give a more detailed description of information expressed in the headline and lead. Do not exceed three or four sentences per paragraph. Remember, your press release should answer the following questions: Who, What, When, Where, Why?]

[Include a quote from a SME (Subject Matter Expert) to add a human element. This quote can be from the individual referenced as someone to contact for more information, or someone who can speak to the topic as a person of authority.]

[Expand on information given with links to additional significant items such as press kits or bios of people central to the news release.]

[Depending on the subject of the news release and space considerations, conclude the document with an optional boilerplate paragraph. This paragraph consists of a written statement that can be reused in new contexts or applications without significant changes.]

[Use a centered “– 30 –” or “# # #” to indicate the end of the press release]

Attachments

[Include file name of photos/media attachments and information such as a photo caption.]