

## Press Release Template

### **Press release headline, explain subject of release, use first SEO keyword**

*Subhead, more detail, use second SEO keyword*

CITY, State / Date / First paragraph which should explain what the release is about and why the news is important. It should be catchy, but not “cute” and should include your SEO keyword(s) where appropriate.

The next four or five supporting paragraphs should:

- Start with supporting information in descending order of importance
- Talk about the need this product or company fills, or the significance of the news
- Explain the benefits or unique nature of the news
- Use facts, figures and/or studies to back up your claims
- Make sure to attribute opinions to a source, usually done through a quote
- While quotes from company representatives are not required, it does help to support your claim(s).
- Keep the press release to one page

Add hyperlinks to downloadable materials:

- Include hyperlinks to high resolution photos
- Company logos
- PDF's or fact sheets

About the company:

Usually one brief paragraph explaining the company, what they do.

**MEDIA CONTACT:**

Contact Person  
Company Name  
Telephone Number  
Email Address  
Website address