



## Press Release Template

*{Insert your business name or use company letter head}*

## Press Release

### For Immediate Release – *{Insert Date}*

**Headline:** Think about what will compel journalists to read on. A press release will be edited from the bottom up - so your most important information needs to be upfront.

**First paragraph:** The five w's. Who? What? Why? Where? When? About two sentences of no more than 25 words each. The most important information should be included in the first paragraph.

**Second paragraph:** Provide further details about the story.

**Third paragraph:** Add a quote from someone who is central to the story. Typically, the quote might be two sentences.

**Final paragraph:** Add extra information here to expand on the quote in the paragraph before.

## Ends

For further information, please contact our Press Contact:

*{Insert phone number - indicate any timings}*

*{Insert mobile number}*

*{Insert email address}*

## Notes to editors

1. Provide background information on your business or the story to assist the journalist
2. Provide any data or statistics that might be helpful
3. Offer interview or photographs