



# PRESS RELEASE TEMPLATE

[Your logo goes here]

**For immediate release - [date]**

(If it can be published immediately), or

**Embargoed until - [time/date]**

(To give journalists more time with the story or control the publication date)

**Headline: this is your attention-grabber. One line max. Don't try to be too witty...**

*Sub-heading for additional info. Not always necessary. One line will do*

**[Paragraph 1]** This is where you need to capture the whole story, and fast. This paragraph will help journalists determine whether it's worth their while to read on or not. Answer the who, what, where, when and why.

**[Paragraph 2]** Add more information that builds on the first paragraph. Provide additional context or background information that explains why you're making this announcement. **NB** If the story is complicated or has lots of data, this can be a good place to introduce a table or a bullet-point list. No-one likes big blocks of copy.

**[Paragraph 3]** This is the place to introduce a comment. No sales-speak. No clichés. And no business or legal jargon. Pithy, qualified and quotable is what's required here. If you are using more than one spokesperson, then the main spokesperson (the representative from your organisation) should feature here. **Tip:** make sure you link to your website when you introduce your spokesperson's comment. For example: *Anders Nilsson, managing director at [Feral](#), said: "...* - this will help journalists to quickly find out more about you and it increases the chances of you getting a link back to your site if the story appears online. Great for traffic and SEO.

**[Paragraph 4]** Relevant information that builds on the story so far. If the announcement is straightforward or detail-light, then this can be a concluding paragraph where you can signpost further reading (a link to a blog post, product details, campaign page and the like).

**[Paragraph 5]** A continuation of the previously quoted spokesperson's comment (from paragraph three), or a comment from another spokesperson (perhaps a supportive third-party like a customer or partner). Alternatively, this can be your concluding section, as described in paragraph four.

**-ends-**

**For further information please contact:**

List the people/agency details that journalists can go to for more information

[Name(s)]

[Telephone: landline and mobile]

[Email]

## **Notes to editors**

This is where you should add details that strengthen your story. Treat it like the appendix in a report. Include things like: research methodology, link to/reference third-party data sources, substantiate claims you've made.

You can also promote the availability of other assets/materials that may be of use to journalists: images, videos, interviewees, whitepapers and the like.

## **About [your organisation's name]**

Here's where you add your 'boilerplate' – usually two to three sentences that sum up your organisation. This is particularly important if your organisation is not already known to the journalist, as they'll want reassurance that the story has come from a credible source. Think of this as the short, 30-second overview you'd give to someone you've just met and who you want to quickly and easily be able to understand what you do and what you stand for. And don't forget to add links to your website and social media accounts.

## **WARNING**

Welcome to page two. It's fine that you're here, but if you find yourself heading towards the bottom of this page your press release is probably getting too long