**COMPANY LOGO**

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| --- | --- |
| Contact | [Media Contact] |
| Telephone | [Company Phone] |
| Cell | [Cell Phone] |
| Email | [Company E-mail] |
| Website | [Website] |

 | FOR IMMEDIATE RELEASE[Date] |

[MAIN TITLE OF PRESS RELEASE IN ALL CAPS]

[Optional Subtitle – do not restate content from title, instead complement it.]

[City], [ST], [Date]– [Insert a short three to four sentence introduction that describes the announcement and it’s benefits.]

[Insert a quote from a prominent representative associated with the announcement.]

[Add additional paragraph(s) as necessary to describe your announcement and the benefits it provides.]

[Insert a quote from a second prominent representative or someone who will be positively impacted by the topic]

[Add additional paragraph(s) as necessary to describe the logistics of the announcement or a call-to-action]

If you would like more information about this topic, please contact [Media Contact] at [Company Phone] or email at [Company E-mail].

**[Insert Company Name]**

**[Company logo]**

[Insert boiler plate – should be no more than 50 characters long and should link to the company’s website.]

# # #

Additional Tips

* Create boiler plates for all companies associated with announcement
* Put three consecutives hyphens in the footer of the first page if you go onto a second page
* Do not exceed two pages
* Do not make the news release opinionated because this piece simply acts an information brief for reporters to use if they choose to cover the topic