PRESS RELEASE TEMPLATE

[INFORMATION IN BRACKETS BELOW ARE PLACEHOLDERS. DELETE AS YOU GO]

[Name and address of organisation, logo]

PRESS RELEASE

[centred in caps and bold type]

For immediate release [or Embargo] with date and time

Heading

[No more than 10 words in bold – grab attention and present your message clearly]

Subheading

[Optional: smaller font – extend heading and explain your press release more fully]

[Paragraph 1   Sum up the entire release information in two to four sentences. Answer the questions – who, what, where, when, how and why.]

[Paragraph 2   Put release in context and add more details of the information you just outlined. Also say who's involved and how it came about.]

[Paragraph 3   Include a quote relevant to your release to add more information and credibility and making it more personable. Name and position of person.]

[Paragraph 4   Add any extra relevant information here, expanding on the previous quote.]

[Paragraph 5   Optional: an additional quote to expand further on the themes and ideas already mentioned.]

[Paragraph 6   Conclusion: summarise what you have already said and show where people can find more details, buy product, get involved, etc.]

Images for Press Release

[List and reference the attached image files – plus a caption for each image]

Contact Details

[Name of Press Officer, email address, contact number]

ENDS [this marks the end of the main part of the press release]

ADDITIONAL INFORMATION

[More follows]

[If your press release runs to a second page, type 'more follows' at the bottom right hand corner and 'continued' at the top of the following page. Don't split paragraphs or sentences.]

More follows/

Continued/

Notes to editors
1. [Provide an optional biography of the subjects mentioned within the release.]
2. [List contact details of likely interviewees for journalists. An email address and contact number are essential.]

Boilerplate
[Background information about the organisation can be attached on an additional page or document.]

[This template has been written in conjunction with the Writing A Press Release webpage]