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**FOR IMMEDIATE RELEASE Contact Name:**

**Phone:**

**Email:**

**PRESS RELEASE HEADLINE**

***Italicized Sub-headline***

**CITY, STATE, (Month Date)** -- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum tortor id velit tincidunt auctor. Mauris felis dolor, efficitur at tempus tincidunt, vestibulum vel lorem. Cras efficitur lacinia erat, in mattis neque lobortis vel. Mauris sollicitudin metus nisl. Nulla iaculis in lacus sed convallis. Proin pellentesque ultrices metus ut bibendum. Aliquam erat volutpat. Quisque eleifend sagittis mi, non sagittis arcu suscipit volutpat. Nullam a iaculis urna, nec pellentesque nunc.

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INSERT COMPANY BOILERPLATE (Your Business Name) is a (insert short company description)]

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**Press Release Structure & Format**

When creating a press release, it is important to follow an accepted press release structure and format. If not, your chances of getting media coverage will be significantly less.

The accepted structure and format includes a headline, sub-headline, three or four paragraphs for the body, a boilerplate (company information), and contact information. You can also include a hyperlink within your press release if it links to a page that has specific information relevant to the topic in your release. Press release length is typically about 350-500 words. It’s strongly recommended that the release be only one page in length.

The first paragraph needs to answer the who, what, when, where and why (and possibly how) of the release. The first paragraph is a critical snapshot of the story for journalists. It helps them determine if the story is potentially newsworthy for their audiences.

The remaining paragraphs fill in the blanks following the headline, sub-headline and first paragraph. A couple quotes in the release are desired and expected by journalists.

Your boilerplate is your company’s “About” section and includes basic background information on your company. Keep this to less than 100 words and include a link to your website.

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