**Press release**

*This template is a suggested press release template. Edit the template to suit your writing needs, and the requirements of your distribution. You may wish to add your company’s logo.*

For immediate release (or ‘Embargoed until: date’)

Insert location (usually: city, country)

Headline

**Enter the headline here**

*Try to keep to a dozen words or fewer. Include just one key point: the single most important aspect of the announcement.*

Sub-headline (optional)

Enter the sub-headline here

*Try to keep to a dozen words or fewer; avoid repetition from the headline. Note that not all outlets use a sub-headline so you can’t depend on it being published. Provide an alternative angle for the single point expressed in the headline.*

Synopsis (or introduction)

Enter the synopsis here

*Try to keep to around 20–25 words or fewer. Avoid repetition from the headline. Try to include all of the key information of the announcement.*

Press release main body

Enter the main body of the press release here

*Try to keep to* ***around*** *300–350 words or fewer. The whole press release, including headline, synopsis and body, should be around 300–400 words.*

Closing mark

*Signify the end of the press release content with one of these:*

-30-

###

-Ends-

Boilerplate

**Insert company name**

Insert boilerplate

*Remove the word ‘boilerplate’ above, add in your company name. Describe the press release’s owner in entirely factual terms. Keep to the most important facts and consider directing readers to a company page for additional information. Try to keep the boilerplate to 50–75 words at the most.*

*Remember to include the company’s key contact information:*

Main telephone

Website

Generic e-mail

Twitter handle

LinkedIn URL

Facebook URL

Contact information

For more information, please contact:

Insert contact details

*Include e-mail addresses, phone numbers and social media handles for key contacts. Use personal contact information, for example avoid company Twitter/LinkedIn handles. Outlets should be able to directly reach your contacts via these (remember, they are outside the body of the press release and therefore not intended for publication).*

*Do not provide too many contacts and ensure that those people listed are authorised and ready to talk to outlets. A good rule is to provide the details of those quoted within the press release, and the head of marketing/publicity.*

*If you have set up a campaign landing page for the press release, that should be cited within the body of the press release itself. If you have set up a media resources/landing page, that should be cited outside the body of the press release.*

Word count

XXX words

*The word count is the combined published amount of the press release: heading, sub-headline (where one is used), synopsis/introductory paragraph and press release body.*

Supporting media

*Remember to include supporting media for each press release. Thumbnails of images/videos provide a visual cue for outlets and can help prompt interest. Do not attach high-resolution versions.*