**Approval for press release sign-off**

*This e-mail template is to be used to obtain people’s approval for the press release. There are two versions: the first assumes that sign-off is given if the recipient doesn’t respond; the second requires a response. Which you use depends on your organisation.*

E-mail subject:

Final review of press release: [title]

E-mail body:

Hi [recipient’s forename]

Please find attached the final draft of the press release: [press release heading] for your approval.

Could you please give this document one last read to ensure that you are happy with all of its content?

The press release is scheduled to be sent out on [date], so I need any comments on or before [date].

If I don’t hear from you, I’ll assume all is OK with it and proceed.

Kind regards

[Your name]

[Phone number]

[Social media URLs]

-or-

E-mail subject:

Final review of press release: [title]

E-mail body:

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Could you please give this document one last read to ensure that you are happy with all of its content?

The press release is scheduled to be sent out on [date], so I need any comments on or before [date].

I can’t proceed without your approval; if there’s anything you’d like to chat about, please drop me a line or give me a call.

Kind regards

[Your name]

[Phone number]

[Social media URLs]