**Sending an unsolicited press release**

*This e-mail template is to be used when sending an unsolicited press release to someone – and asking them to opt-in to your mailing list.*

E-mail subject:

News from [company name]

E-mail body:

Hi [recipient’s forename]

I hope you don’t mind me sending you our latest press release.

I work for [company name] and am responsible for distributing our news. I took a look at your [publication or website] and think that our news may be of interest to you.

If this is of interest, I’d like to add you to our mailing list.

(Although I’ve sent this news story, we won’t send any more without your permission.)

We only send out around [number of stories] press releases each year and you can opt out at any time, should you find that our news isn’t relevant.

I’m always here to chat at any time, either about our news or what’s going on in the industry. Also, please feel free to connect with [company name] or me personally on social media.

Kind regards

[Your name]

[Phone number]

[Social media URLs]