FOR IMMEDIATE RELEASE
[DATE]

[Company Logo]
Contact: [Contact's Name]
[Contact's Phone Number]
[Contact's Email Address]

[Engaging Headline]

[Optional Sub-Header that Builds on the Headline]

[City, State—] First or lead paragraph that summarizes what the press release is about.

Body paragraph(s): Expand on the information provided in the headline and introduction, offering a deeper understanding of the news or announcement. These paragraphs should be informative, engaging, and focused on delivering the key details and supporting information to the readers.

- DO provide relevant and newsworthy information related to the announcement or news
- DO use clear and concise language to convey the key details
- DO use quotes from key stakeholders or experts to add credibility within the first 2-3 paragraphs
- DO highlight the unique value or impact of the news or announcement
- DO organize information in a logical and coherent manner
- DO incorporate a call-to-action that directs readers on how to obtain further information
- DO use bullet points or subheadings to break up content and make it more digestible

- DON'T use overly technical jargon-heavy language that may confuse readers
- DON'T include unnecessary or unrelated information that distracts from the main message
- DON'T make unsupported claims or exaggerate the significance of the news
- DON'T use excessive promotional language or overt sales pitches
- DON'T use lengthy paragraphs or large blocks of text that may discourage reading
- DON'T forget to fact-check and ensure accuracy
- DON'T overwhelm readers with too much information - keep it focused and concise

Boilerplate: Provide a brief overview of your company or organization. Include a concise summary of your organization's background, key offerings, mission, and other relevant information.

[Include high-resolution images if applicable]