**FOR IMMEDIATE RELEASE**

Contact: YOUR NAME, Communications Director

573-555-5555

YOUR EMAIL

**Headline Announces News in Title Case, Ideally Under 80 Characters**

**Deck is optional and adds additional information**

CITY, STATE ABBREVIATED IF NEEDED (Abbreviated month date, YEAR) - The lead sentence contains the most important information in 25 words or less. Grab your reader’s attention here by simply stating the news you have to announce. Do not assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should answer the who, what, when, where, why and how questions. The news media may take information from a news release to craft a news or feature article or may use information in the release word-for-word, but a news release is not, itself, an article or a reprint.

The standard press release is 400 to 600 words. However, they can be shorter (as few as 250 words) or longer (two pages in length – about 1000 words) depending on the situation.

The ideal headline is 80 characters long. It is recommended you write your headline and summary last, to be sure you include the most important news elements in the body of the release. Use upper and lower case in the headline, capitalizing every word except for prepositions of fewer than six characters and articles of three characters or less.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

Typical topics for a news release include announcements of new products or of a strategic partnership, the receipt of an award, the publishing of a book, the release of new software or the launch of a new website. The tone is neutral and objective, not full of hype or text that is typically found in an advertisement. Avoid directly addressing the consumer or your target audience. The use of "I," "we" and "you" outside of a direct quotation is a flag that your copy is an advertisement rather than a news release.

Do not include an email address in the body of the release.

The final paragraph of a traditional news release contains the least newsworthy material. But for an online release, it’s typical to restate and summarize the key points with a paragraph like the next one.

For additional information on the news that is the subject of this release (or for a sample, copy or demo), contact Mary Smith or visit www.company.com. You can also include details on product availability, trademark acknowledgment, etc. here.

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ABOUT THE COMPANY: This area is called the boilerplate. It’s where you put the company’s mission statement or a brief description of the company so the media knows who you are and what you’re about. Include the URL here if the company has one.