



TEMPLATE

Press Release Guide

This useful template provides a structure for your press release. It shows what each paragraph should do to help you make your point clearly. This information should also provide those looking to re-purpose your press release with all verbal and visual materials they need.

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Below is an outline you can use to help write your press release.

OUR PRESS RELEASE STRUCTURE INCLUDES:

1.0 Paragraph: Summary

A short paragraph of one or two sentences tells people what the press release is about and why they should care.

INSERT: IMAGE

If possible, insert relevant imagery that helps people relate to or understand your point or set the tone for the press release.

2.0 Paragraph: Most Important Point

The first paragraph begins with your most important point. It is the "news" of your press release. It explains in some detail what exactly is happening or has happened. If possible the paragraph includes a sentence that explains why this news is something new, different or noteworthy.

INSERT: QUOTE

"A quote here really makes the news more trustworthy and engaging," said Mr. Smith, President of the Useful Quotes Society. "One good quote can help the reader understand the point by giving an example of why this is important news or providing insight into what it means for the future."

3.0 Paragraph: Relevant Examples

Now it's time to provide relevant examples or facts that support your claims. 92% of people surveyed said that when they read statistics they are more likely to trust the information. Provide the sources for your facts here in the paragraph. A couple of examples or facts should be sufficient— 99% of the time, two facts are enough to prove your point.

INSERT: CHARTS

Is there a chart, graph or image that helps make your point understandable?

4.0 Paragraph: Conclusion

Wrap it up by mentioning future plans or where this important news is likely headed. Give the reader something to look forward to, a reason to read the next press release they get from you. Reiterate any call to action and provide all the pertinent contact information for the reader to reach you with questions, concerns or requests. Don't forget to provide links to any additional verbal or visual resources the audience might want or need.

¹...or here in a footnote.