

Contact: [Name]
[Company Name]
Phone [phone]
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[email]

[Street Address]
[City, ST ZIP Code]

[Company Name]

Press Release

[Headline]

[Secondary headline]

[City, ST], [Click to select date]: When writing a press release, say who, what, where, when, why and how in the first paragraph, if you can. Study your newspaper and notice how deftly most writers work that type of information into the first paragraph of each article. In addition, it is helpful if you remember the following:

- Know your contact's name, telephone, fax, and email
- Mail or fax your release 10 days in advance of the release date.

For Release [Time, AM/PM Time Zone, Date]