Published: Publication date

Contact

Company name

Contact phone

Email

**TITLE (USE ONLY ONE LINE):** This is the main component of press releases, it should be eye-catching and relevant.

*Subtitle: information on the title (single-line)*

**City, date.** *Main paragraph:* This is a hard-hitting introduction paragraph to capture the reader’s attention. It answers important questions, such as: who, what, how much and why. This is the ‘hook’ of the press release summary.

*News body:* Expand on the message of the news. It is recommended to use an inverted pyramid approach, with more information and data at the beginning of the body. For example, here you may include statements or quotes by the company director or by customers. Refrain from exaggerating your product’s benefits.

A single press release will not work for all media outlets. Personalize the message to influence printed and digital media, radio and television networks in a personalized manner.

Do not abuse the submission of press releases. It is important for the news piece to be relevant, to announce an upcoming event and for it to be brief and direct.

*End of the press release:*

Include a 3 or 4-sentence description of your company accompanied by a link to your website.

**Visual media**

Whenever possible, it is important to accompany the Press Release with good quality images or graphics.

**References**

Whenever possible, include elements that let journalists get additional information, such as the contact of important persons within the company for interviews, and links with information. A couple of references will do.