

Press Release Template

Contact:

Name - Job Title

Phone #

Email

For Immediate Release:

Date:

Headline: Your headline should capture attention and provide interest!

- Summary Bullet Point 1
- Summary Bullet Point 2
- Summary Bullet Point 3

City, State and Date: Introduce your topic with a hook or exciting angle. You want to immediately grab the reader and narratively transport them into your topic.

Quote: Use a quote from a person of relevance, respected individual, or influencer.

Insert supporting paragraph: This paragraph will be less important than the first. Remember to use primacy, writing the most important parts first, then the next important, and so on.

Insert another supporting paragraph: This paragraph will be less important than the second. Remember to use primacy, writing the most important parts first, then the next important, and so on.

Quote: Another thought-provoking quote to refocus attention, keeping it on the press release story.

Wrap Up: Wrap up your release with any remaining details. If it is necessary or important write it; if not, don't!

Boilerplate Copy: The boilerplate copy is a short elevator pitch about your company. It is very short but highlights your company in a positive light.

Short on Time?

Let [SiteTrail](#) handle your press release!

TRUIC