## [Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

# Press Release Template

[Release timing statement: immediate release, or embargo details including date, time, and time zone]

[Headline stating the news in one line] [Subheadline adding one layer of context that the headline could not carry]

[City and country of announcement], [Date of release] - [Lead paragraph: who is announcing what, when it happens, where it happens, and why it matters, in two or three sentences]. [Key number or fact that makes the announcement concrete].

[Body paragraph: supporting detail on what is being announced, including specifications, terms, availability, or scope]. [Body paragraph: background or context that helps a reader understand why this announcement matters now].

“[Quote from the spokesperson, in words a person would actually say, explaining what this announcement means and why it matters].” - [Full name of spokesperson], [Job title of spokesperson]

[Body paragraph: further detail, such as how the announcement will be delivered, who it is for, or what happens next]. [Body paragraph: any supporting result, partnership detail, or next milestone, stated factually].

[Second quote, if one strengthens the story: a quote from a partner, customer, or second spokesperson, attributed by name and role]. - [Full name of second quoted person], [Job title of second quoted person]

**About** [Company name] [Boilerplate paragraph: factual description of the company, what it offers, who it serves, and where it operates, in three or four sentences]. [Boilerplate sentence: founding detail, scale, or standing fact about the company].

**Media contact Name:** [Full name of the media contact]

**Job title:** [Job title of the media contact]

**Telephone:** [Telephone number of the media contact]

**Email:** [Email address of the media contact]

**Website:** [Website address for further information]

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