

Company Logo/Letterhead

**FOR IMMEDIATE RELEASE
DATE ALL MATEIAL**

Jane Smith (Name of person making the announcement)

Telephone:

Cell Phone:

E-mail:

HEADLINE IN BOLD, UPPER CASE NO MORE THAN 10 WORDS

The first paragraph should contain the who, what, when, where, and why of the story. These are the most important 'facts' of your story.

Following paragraphs, should contain illustrative information (statistics, supporting facts, opinions.) The most important facts should be in direct quotation form.

Remember the final paragraphs may be left out, so all pertinent information has to be at the top of your story.

Press release should be **one** page long.

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Marks the end of release.

If you'd like more information about this topic, or to schedule an interview with Jane Smith, please contact Sarah Brown at (include phone number and e-mail address.)