

# Writing a Press Release

## The Press Release

A press release is generally a one to three-page document announcing news about your company or product to the media.

Before writing a press release, it is good to formulate some ideas as to what you hope to accomplish. Establish why you are writing a press release and what the focus will be. Most importantly, determine if your announcement is newsworthy. Avoid overuse of adjectives--stick to the facts and write simply and clearly.

When writing a press release, include the following key components:

1. Contact Info
2. Introduction
3. Body
4. Conclusion

### Contact Information

In the top left-hand corner, include the following:

FOR IMMEDIATE RELEASE

Name  
Title  
Company  
Address  
Phone / Fax  
Email

### Introduction

The first paragraph should establish a brief overview of announcement. Be sure to include all vital information: where, when, why, what and who. Your first two sentences are crucial as they will determine whether anyone reads further.

Include some special details about your topic, something to draw the interest of the media to read further.

### Body

Third + paragraphs: Include relevant information you need to share but keep it simple and concise as possible.

Include information on how your business or product provides solutions for an existing customer problem. If it is for an event, highlight why the event is important to your industry and/or business.

### Conclusion

The final paragraph should include "About Your Company" background information. This should include brief background on company, how long it has been around, and areas of expertise.

At the bottom of the press release, include "For Additional Information" with contact information, again, and website if applicable.

