PRESS RELEASE TEMPLATE

LOGO ➞

endurance
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DATELINE
Location and date of announcement. Double check date and year!

HEADLINE
Subtitle

HEADLINE
16-18 words. Descriptive and interesting to your targeted audience

City, State (Date, Year) Attention grabbing opening paragraph that clearly and succinctly summarizes (who, what, when, where, why and how) the news you want to communicate to your target audiences in two the three sentences.

The body of your press release should include statistics or supporting facts and information to further solidify why this news is important. Description and details, description and details, description and details.

"Interesting quote, quote, quote, quote," said John Doe, president of xyz company. "More quote, quote, quote."

QUOTES
Try and limit to two sentences. Be original!

"Another interesting quote from your customer or partner, quote, quote, quote," said Jane Doe, president of xyz company. "More quote, quote, quote."

Another important paragraph with details about this announcement and why it is important to your audiences. Can include bullets if needed. Description and details, description and details, description and details.

You can see the entire new line of xyz products at **http://www.xyz.com**.

CALL TO ACTION
Direct readers where to go for more information.

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About XYZ Company
Called a boilerplate, this short paragraph includes a couple sentences about the company and what they offer. Background info, background info, background info, background info. For more information, go to **http://www.xyz.com** or follow us on **Twitter** or **Facebook**.

ABOUT
Information about your company, what it offers and hyperlinks about where to get more info

Media Contact
John Doe
john@xyz.com
888.888.8888

CONTACT
Make it easy for reporters to reach you. This info can also be in the top right corner of your release