



PRESS RELEASE TOPICS

Struggling to identify the best news to publicize about your company/product/event? Below we've include a list of 50 potential press release topics to get your creative juices flowing. These can stand alone or be combined to make for a more newsworthy release.

PRODUCTS OR SERVICES

- New product or service launched
- Strategic partnerships
- Awards and accolades
- Sweepstakes and Contests
- Marketing programs
- Expanded retail and distribution
- Sponsorships
- Ambassadors
- Enhanced features
- New customers wins
- Milestones (record number of products sold)
- Mobile applications
- New branding and identity

RACES AND EVENTS

- Registration opening
- New and expanded events/series
- New/unique race categories
- Host venue and location
- New and renewing sponsors
- Notable athletes and teams
- Race routes changes and additions
- Race results and records set
- Sellouts and registration milestones
- Economic impact of your event
- Partnerships
- Awards and accolades
- Supported charities and contributions
- Prize money
- Online or television broadcasts

CONFERENCES, TRADESHOWS OR WEBINARS

- New conference/tradeshow or webinar
- Addition of prominent speakers
- Show schedule and highlights
- Early bird pricing and price increase deadlines
- Agenda
- Attendee and registration milestones
- Locations and dates

CORPORATE ANNOUNCEMENTS

- Acquisitions and sales
- Funding received
- Investments made
- Customer wins
- Strategic hires and promotions
- Company reorganizations
- New locations or facilities
- Anniversaries
- Study/survey results
- Expert tips, learnings and best practices
- Awards and accolades (given or received)
- Earnings
- Corporate milestones (company growth, products sold, customers acquired)
- Charitable donations and grants
- Speaking engagements