

## PRESS RELEASE TEMPLATE

**FOR IMMEDIATE RELEASE:** These words should appear at the top left of the page, in upper case. If you don't want the story to be made public yet, write "HOLD FOR RELEASE UNTIL ...." instead.

**Headline** Just like a headline in a newspaper. Make sure this describes the content of the story.

**City, State/Country - Month Day, Year** These details precede the story and orient the reader.

**Body** This is where the actual story goes. There should be more than one paragraph, each paragraph no more than a few sentences. If there is more than one page, write "-more-" at the bottom of the page.

**Company/organization info** Include any background information about the company or organization featuring in this press release.

**Contact Information** Include contact person, company name, phone/fax, email, physical/postal address.

**ENDS or ###**  
(xxx words) This indicates the end of the press release. If you like you could include the total number of words contained in the press release.

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