MAR X COMMUNICATIONS

Contact Name
Organization (Agency or Company)
Phone Number
Email

HEADLINE (One line only) (Make it memorable) (Include a keyword near the beginning)
Subheading: More Detail As Needed, One Line Only (Italicize)

City, State: This first paragraph's your chance to grab 'em. State what you're announcing and why anyone in your industry should care. Don't bury your news but deliver it upfront. A busy reporter doesn't have time to wade through verbiage. Include a keyword in this first paragraph. And remember: Avoid any jargon or gee whiz language. Just the facts.

The second paragraph is your chance to add a quote or key statistic to show the importance of your story. Include a customer or partner quote if possible to add credibility to your release. If you use a quote from your CEO, make it real and memorable, not pre-fabricated and boring. At the same time, don't oversell what you're announcing by making it sound more than what it is. That destroys any shred of credibility.

In the third paragraph, explain your key points — briefly and usually with bullets. No one wants to wade through long blocks of text. If you're introducing a new product, for example, quickly list the key benefits. If you're announcing some new research findings, bullet the key findings. Make everything easy for someone to quickly read. Add a call to action (CTA) here if possible or add it to a fourth paragraph to drive readers to a landing page.

Important Point: Enliven your release with visuals, such as photos, charts, infographics or anything else to make it more engaging.

About Your Company: This is a place for you to give a brief, 3-4 sentence description of company along with a link to your homepage. Ensure that your description is clear enough for a reporter to use.

Key Points to Remember:

- Use bullets to break up text
- Use easy-to-understand, jargon-free language. If you need a dictionary to understand your release, modify it.
- Don't over-hype your news.
- Use memorable quotes to help tell your story.