

# PRESS RELEASE TEMPLATES

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# How to Use These Templates

These press release templates should be used as a jumping off point for your business announcement needs, including:

- Announcing a New Book
- Announcing an Award Win
- Fundraising Announcement
- New Partnership Announcement
- Company Milestone or Momentum
- Announcing a New Executive's Hiring
- New Product or Service Announcement
- Announcing a Major Customer Acquisition
- Announcing a Company Merger/Acquisition

Some of the content in each template varies based on the purpose of the announcement, while some content blocks are commonplace in most or all press releases. Replace all the [bracketed] content with information pertaining to your announcement.

For best practices, remember to do the following for all of your press releases:

- Start off with a concise lead – the key announcement and reason you're releasing the statement. No need to wax poetic – remember to get straight to the point here.

- Include at least one quote from an executive or someone directly involved in the story. If another party or company is involved, try to source a quote from them as well.
- Whenever possible, break up takeaways and key points into a bulleted list.
- Keep the entire release brief, but provide a link to a product, company, or blog page for more information if you feel it would benefit the reader.
- Use the promotion plan template included in this kit to assign tasks and due dates to your team and to maximize the impact of your press release.

When you are writing think to yourself is this newsworthy? Would a reporter look to share this? How do I make this press release something people want to learn more about?

Remember, you should add/edit/delete any copy or sections as you see fit.

Use this templates below for announcing a new products/service you'll be providing or a new addition to your product line.

# New Product or Service

Features and benefits of [product/service] include.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]:** [Company name] today announced [name of new product/service], a new [product/service]. [Name of new product/service] is [description of product/service] and offers a new way for [target customer type] to [benefit or features].

“[Quote from higher-up in the company about the product/service],” says [name], [title] at [company]. “[Additional quote].”

Features and benefits of [product/service] include.

- Benefit or feature #1
- Benefit or feature #2
- Benefit or feature #3

[Product/Service] will be available starting [availability date], at [price point]. For more information on [product/service], visit [URL of product page].

About [Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Fundraising

If you've raised a round of fundraising, announce it with this press release template.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[City, State]: [Company name] today announced a new round of series [letter] funding of [sum of money] at a valuation of [total valuation (if you choose to disclose)]. This round of funding was led by [name of lead investor] with participation from [name of other participating investors, if applicable].

“[Quote from investor representative about the funding],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from higher-up in the company about the funding],” says [name], [title] at [company]. “[Additional quote].”

This new round of funding will be used to [main reason of fundraising]. Specifically, the areas that the company will focus on are:

- Area of focus #1
- Area of focus #2
- Area of focus #3

[Summarize the company’s growth accomplishments to date so readers are caught up on the company’s progress].

About [Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# New Partnership

This release is for announcing partnerships and/or product integrations. There is a separate template for mergers and acquisitions, so head there if that's what you're announcing.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[City, State]: [Company name] today announced a new partnership with [partner/company name]. This partnership will [goal of partnership to new and existing customers].



“[Quote from investor representative about the funding],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from higher-up in the company about the funding],” says [name], [title] at [company]. “[Additional quote].”

- Benefit or feature #1
- Benefit or feature #2
- Benefit or feature #3

About [Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

About [Partner]: [3-4 sentence description of the new partner and its recent accomplishments, if applicable].

# Momentum or Milestone

FOR IMMEDIATE RELEASE: [Date]  
[Contact Name]  
[Organization Name]  
[Phone Number]  
[Email]

[Press Release Title]  
[Press Release Subhead (One Line Maximum)]

[City, State]: [Company name] today announced [description of momentum or major milestone]. This milestone is a major move for [company name] on its mission to [main goal of company]

“[Quote from higher-up in the company about the milestone],” says [name], [title] at [company]. “[Additional quote].”

This news comes in the wake of many recent initiatives and accomplishments of the company, including:

- Initiative or accomplishment #1
- Initiative or accomplishment #2
- Initiative or accomplishment #3

[Additional quote, if desired].

To learn more about [milestone], click here [link to website page about the milestone].

About [Your Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Hiring an Executive

Announcing a new CEO, executive, C-level professional? Tell the world your good news with this template

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[City, State]: [Company name] today announced that [name of new executive] will be joining [company] as [title], effective [date of joining].

[Name] will be joining company from [former company], where [he/she] was [former title] for [length of tenure]. [Name] will be bringing [his/her] experience in [area of expertise] to [company] to [goal of company or role].

Additionally, [name]’s experiences that will benefit [company] moving forward include:

- Experience 1
- Experience 2
- Experience 3

“[Quote from new executive about joining the company],” says [name].  
“[Additional quote].”

“[Quote from higher-up in the company about the hiring],” says [name],  
[title] at [company]. “[Additional quote].”

[Additional quote, if desired].

About [Your Company]: [3-4 sentence description of your company and its  
recent accomplishments, if applicable].

# Winning an Award

You won an award? Congrats! Use this template to publicize the great news.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[City, State]: On [date of award win], [award giver] named [company] the winner of [award] at [event]. The award recognizes [reason for award]. Previous winners include [name previous prestigious winners of the award, if appropriate].

You won an award? Congrats! Use this template to publicize the great news.

[City, State]: On [date of award win], [award giver] named [company] the winner of [award] at [event]. The award recognizes [reason for award]. Previous winners include [name previous prestigious winners of the award, if appropriate].

“[Quote from higher-up in the company about the award],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from award giver about your company’s win, if available],” says [name], [role] at [award giver]. “[Additional quote].”

[Input additional content about the award, the ceremony where it was presented, and/or the methodology of award selection, if appropriate].

About [Your Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Major Customer Acquisition

Finally, you signed that household name company as an official customer. Use this template to highlight the achievement and the details

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[City, State]: [Company name] today announced it has signed on with [customer name] as their [product/service name] for [function of product/service]. [Company name] is excited to partner with [new customer] to provide [benefit of product/service].



“[Quote from higher-up in the company about the new customer],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from customer about partnership],” says [name], [title] at [partner company]. “[Additional quote].”

[Additional brief overview of the deal’s details and/or benefits, if applicable].

About [Your Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

About [Partner]: [3-4 sentence description of the new customer and its recent accomplishments, if applicable].

# Merger or Acquisition

If you're merging with, acquiring, or being acquired by another company, announce the news and briefly outline the details here.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[City, State]: [Company name] today it has [merged with/acquired/been acquired by] [company], effective [date].

“[Quote from higher-up in the company about the new merger/acquisition],” says [name], [title] at [your company].  
“[Additional quote].”

“[Quote from higher-up in second company about the new merger/acquisition],” says [name], [title] at [second company].  
“[Additional quote].”

For more information on how the [merger/acquisition] will affect current customers, please click here [[link to further information](#)].

About [Your Company]: [3-4 sentence description of your company and its recent accomplishments, if applicable].

About [Other Company]: [3-4 sentence description of the new customer and its recent accomplishments, if applicable].



# PRESS RELEASE PROMOTION PLAN TEMPLATES

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# How to Use These Templates

These press release promotional plan template should be used as a jumping off point for your company's needs. The tasks outlined are just a suggestion and can be modified to align with your true promotion plans. You can fill in the table with additional details regarding timelines and task owners to hold your team accountable for promotion.

Once you're ready to begin, copy the layout and start filling in the blanks to create your press release.

Remember, you should add/edit/delete any copy or sections as you see fit.

# Promotional Plan To-Do List

Use this template to assign tasks and roles for press release promotion.

Task	Timing	Owner
<b>Write Press Release and Blog Draft:</b> Circulate release and/or blog post to internal stakeholders for comments and questions.		
<b>Press Release Final Edits:</b> Place a final deadline for comments to ensure you don't have last-minute edits after publishing.		
<b>Schedule Press Release:</b> Schedule the release for internal and Wire launch.		
<b>Schedule Blog Post:</b> Add relevant images as needed and ensure that the post is scheduled to launch at an appropriate time.		
<b>Create Social Promotion Assets:</b> Write copy and gather social images.		
<b>Schedule Social Promotion:</b> Time posts with your announcement and schedule additional promotion throughout the day/week.		
<b>Employee Communication:</b> Keep employees in the loop and informed.		

**Customer Communication:**

Craft an email that will energize your customers about the big announcement to increase social shares, awareness, and product adoption.

**Media Outreach:**

If considering approaching other publications, reach out shape your content/messaging to fit the outlet's editorial guidelines.