Press Release Templates
for Key Events

How to use our templates:

Got some news to share? This is your starting point. We gathered some suggested templates for different key events your company might need to share. Personalize your press release by replacing the text in [brackets] with your information.

We have provided templates for:

General
News

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]

Here you can include 3-4 paragraphs explaining what the news is. The copy should outline why this news is important and provide enough details for readers to understand what is going on. Important information should be at the top and then filtered down into more background information.

About [Company Name]. This is a brief boilerplate description of your company and what it does. In this paragraph, you should state what makes your business unique.

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Media Contact:
For media inquiries, contact:
[General media contact from the company full name]
[phone number]
[email]

Boilerplate: A short description, about 3-4 sentences long, that describes what your company does. You can include metrics such as the number of customers, employees, and capital raised. You can also include awards or recognitions you have received or even your mission statement.

General
Event

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]
[Location, date]: [Company name] presents [name of event], that will take place on [date] in [place].
[Name of event] is a [description of event] and will feature [performances, appearances, etc].

[Number of participants/attendees] are expected to participate in [event name]. [Event name] is
[further information about event - explain the "why" behind your event].
[Quote #1 from host, artist, author, organizer, etc.]
[Add image/video/link to media kit or newsroom]

Practical information:
- [Date and time when the event takes place]
- [Venue information - address and contact information, if needed]
- [How to arrive at the venue: Public transportation details, parking spaces, etc.]
- [Ticket information: Availability, price, point of purchase]

Press Viewings (if applicable):
- [Date and time when the viewing takes place]
- [Description of what will take place during the viewing. For example, book signings, interviews, etc.]

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Crisis
Communication

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]

[Body paragraph that describes the incident in detail]
[Body paragraph that provides a solution or plans to mitigate damage caused by the crisis]
[A quote from a company leader reassuring the public about the company's status]
[A call to action that tells readers where they can go for up-to-date information]

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Organisational Changes
New Hires

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]
[Location, date]: [Company name] announces [name of new hire] as [role] effective [date]. [Name of new hire] will be in charge of [responsibilities, tasks, role]. In this role, they will lead [more details on the description of the role, new projects, tasks, responsibilities].
[Name of new hire] will be joining [company name] from [former company name], after [length of tenure] as [former role]. Their expertise in [background information] will allow the company to achieve its goal of [objectives or goals].

[Quote #1 from CEO, member of the board of directors, etc.]
[Add image/video/link to media kit or newsroom]

[Quote #2 from new hire or team member]
[Add image/video/link to media kit or newsroom]

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Boilerplate: [A short description, about 3-4 sentences long, that describes what your company does. You can include metrics such as the number of customers, employees, and capital raised. You can also include awards or recognitions you have received or even your mission statement].

[Quote #1 from CEO, member of the board of directors, etc.]
[Add image/video/link to media kit or newsroom]

[Quote #2 from new hire or team member]

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New Product
Press Release

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words. Focus on value to industry]

Product name: [Name of the product]
Launch date: [Date the product will be available in stores]
Retailers: [Where the product will be sold]

[Location, date]: [Company name] is proud to announce [the solution you offer] to [common struggle/ problem] with the new [product/service]. [Name of product/service] is a new [description of product/ service] that is revolutionizing the industry by [what makes your product/service great]. This offers customers [basis of new product/service - benefits of product/service]. The official launch date is [launch date].
[Company name] is betting on [further information about the product/service]. This new [product/ service] promises [benefits to consumers].
[Add image/video/link to media kit or newsroom]

[Quote #1 from high-executive in your company]

- [Product/service benefit #1]
- [Product/service benefit #2]
- [Product/service benefit #3]

[Quote #2 from industry expert/board member/consumer/influencer - pretty much anyone that can establish credibility on your behalf]

[Product/Service] will be available [place] on [date] at the price of [price]. For more information, visit [link to newsroom or website].

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Winning an
Award

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]

[Location, date]: [Company name] was awarded the prestigious [award name] for [category/type] [date] in [location]. The [organization that gave the award] recognized [company name] for [recognition].

[Quote from executive in the company].

The nominees in the same category included [list of nominees]. The [award/prize] was determined by [description of procedure/methodology of the selection process]. The organization that gave the award is [description of organization].
[Add image/video/link to media kit or newsroom]

[Quote from a relevant contact from company]

[A short description of other awards/achievements]

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Acquisitions, Mergers, or Partnerships

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]
[Location, date]: [Company name] announces [acquisition, merger, or partnership] with [company name], starting [date]. [provide more details of acquisition, merger, or partnership].

[Quote #1 from media contact from company]

[Give further details about acquisition, merger, or partnership like: purpose, background information, and consequences].

[Quote from media contact from company 2]

[Add image/video/link to media kit or newsroom]
Benefits from this [acquisition, merger, or partnership] include:
- Benefit 1
- Benefit 2
- Benefit 3

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Organization Hosts Event for
Causes or Non-profit

[Company logo]
For Immediate Release [Date]
[Press release headline]
[Press release description - keep it under one line or 25 words]

[Location, date]: [Company name] presents [name of event], that will take place on [date] in [place]. [Name of event] is a [description of event] and will feature [performances, appearances, etc].

[Number of participants/attendees] the nonprofit organization devoted to cause, is hosting event on date at time in location. The cost of admission is cost, and all revenue will go toward specific description of the use of revenue for the cause.

[Quote #1 from host, artist, author, organizer, etc.]
[Add image/video/link to media kit or newsroom]
Practical information:
- [Date and time when the event takes place]
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Embargoed

The same format as for "general news", however, instead of:

FOR IMMEDIATE RELEASE

Use
EMBARGOED UNTIL [DATE AND TIME + TIMEZONE]