

The Headline (Summarizing the Purpose of the Press Release in Present Tense and Title Case in 60–100 Characters)

The subhead, providing more information in the present tense and sentence case in one sentence.

The-optimized-logo.jpg

The release dateline, including the location, month day, year: The formal press release in the past tense and third person, beginning with the introduction. Clearly state the purpose of the press release in one or two sentences.

The body of the press release in one to four paragraphs of one to four sentences each, inserting hyperlinks to external sources as necessary. Fully inform readers about the news you want to share. Communicate your news, provide some information about the company pertaining to the news, and include a powerful quote from a relevant party.

The conclusion, driving home the main takeaway for readers about the news you want to share in one to two sentences. It can be powerful to end with a quote: "Quote," said Relevant Party, Title of Party.

The-related-image.jpg

The Company Bio Heading

The company bio in three to four sentences. Include general information about the company (including its name, of course!) along with impressive credentials. The company's mission should also be mentioned.



SCRIBENDI
Press Release Template

The contact information

Relevant party's name and title
Relevant party's phone number
Relevant party's email address

Company postal address
Company website