



# PRESS RELEASE TEMPLATE

A simple guide to writing your news stories  
using a professional format

## THANK YOU FOR DOWNLOADING!

Editors and journalists expect press releases to follow a standard structure. Increase your chances of publication by using this free template, which can be applied to any topic, to write your announcements.

**Helen McCrone**

SEO Copywriter and Content Writer

Need more guidance? Go to these articles:

[How to Write a Press Release: 11 Best Practices](#)  
[Press Release Format Editors Want You to Use](#)

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## PRESS RELEASE

EMBARGOED UNTIL: [date] (00:01 Time Zone)

or

[date]: FOR IMMEDIATE RELEASE

### Attention-Grabbing Headline in Bold or Caps

*Sub-header to support the headline and expand on the story*

[City, State/County]—First paragraph. Give the news straight to the reader in one or two sentences. Remember to use the 5Ws (Who, What, When, Where and Why). Avoid one super-long sentence with numerous commas.

Second paragraph. Build on the first paragraph by providing more detail. Ensure it follows on logically from the first paragraph. Remember to play down the sales pitch and play up the news angle.

Third paragraph. Add a quote from someone who is relevant to the story. You can put the quote in the present or past tense (says/said). Ensure the quote adds detail and interest to the story.

Subsequent paragraphs. Add more paragraphs as needed but avoid straying from the main story. Consider the publication's space requirements and the readers' attention span. Add another quote if appropriate.

Final paragraph. Wrap up the story with any pertinent facts and add a link to your website or other appropriate resource. The ideal length of a press release is no more than a page, somewhere between 300-500 words.

—ENDS—

or

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### Contact details:

[Name/Title] can be contacted at [email address] and on [phone number] for further information.

These photos may be used with the press release with the following captions:

[Caption 1]

[Caption 2]

### Notes for editors:

Add here a boilerplate description of your company. Keep it short, sweet and factual.