

Headline of Press Release

For Immediate Release Date of Publish

Press Contact Info

- Summary
- Of
- Press release
- In bullet points

Intro paragraph – what is the press release about?

Length: 100 – 150 words

Second paragraph – here you will go into more detail about the subject of the press release. You will also include a relevant quote in this paragraph.

Length: 150 – 200 words

Third paragraph – include more relevant information that the reader needs to know.

Length: 100 – 200 words

Closing paragraph – summarise information and come to a natural end.

Length: 150 – 200 words

Boilerplate – to make the press release credible and in turn, more likely to be picked up by the press, here you will write a brief description of the company/charity with any key business information.

Length: 100 words