

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person
Company Name
Voice Phone Number
FAX Number
Email Address
Website URL

Headline

This headline is one of the most important components of the press release. It should grab the attention of editors and your readers. It should be in bold type and a font (Arial, Times New Roman or Verdana) that is larger than the body text. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

<City>, <State>, <Date> - The opening sentence contains the most important information and should be kept to 25 words or less. Remember, your story must be newsworthy and factual and the information provided should "entice" your reader.

Answer the questions "who", "what", "when", "where", "why" and "how". Information to include: dates of events, location, a quote from credible sources and satisfied clients, awards won, articles published, benefits, why your services are unique and pertinent information about your services and event.

Your release should be approximately 500 to 800 words and be sure to spell check for errors. Don't use a sales pitch and provide factual information to gain credibility with your readers.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit www.yoururl.com.

ABOUT <COMPANY> - Include a brief description of your company along with the services it provides.

- END -

At the end of the release, you need to indicate that the release is ended.

Note: If your release goes over one page, type "MORE" at the bottom of the first page. Type Abbreviated headline (page 2)