Free press release template, courtesy of [Prezly](https://prezly.com/) – your friendly neighborhood PR CRM

**FOR IMMEDIATE RELEASE / EMBARGO [INSERT DATE & TIME]**

Your headline, turning your news into a story angled to your audience

**Date of news, city/country if relevant: A brief overview of your story, punchy and to the point. Keep it to a short, skimmable paragraph.**

* A handful of short, powerful bullet points outlining the bones of your story
* You want your reader to understand the value of your news at a glance
* If you have a startling statistic, mention it here

Ok, finally – some breathing room. If your reader has come this far, it means you’ve caught their interest with your punchy and surprising headline. Great job! Now you can afford to take a couple of paragraphs to flesh out your story with some juicy details. Use this space to add credibility to your story and your organization, and mention any pertinent details.

Still, don’t string it out too far. Give your readers the information they need to start forming their own story, and stop before you lose their attention.

*“At this point in the press release, you can include an official comment from an important name to add color to or substantiate your story, for example, if you are sharing a new piece of research. Journalists, bloggers and influencers will be able to quote this should they choose to tell your story, so make sure you’re happy with the wording before it goes out. Oh, and keep it human – nobody wants a quote that sounds like it’s been worked over by the entire marketing team!” – Mr Gaius, CEO*

Final paragraph – are you offering any opportunities, such as exclusive images, interviews or statistics? Now's your chance to mention it.

### Multimedia gallery

If you’re publishing your press release online, use this opportunity to share the media assets relating to your story. An embedded media gallery will help capture attention, and immediately spark the journalist’s imagination as to how they could use your assets in their coverage.

If you aren’t publishing your press release online, you likely won’t have the luxury of embedding videos, images, podcasts and so on. Instead, host your media assets online and include a link to them here. Make sure the link works, is easy to access and does not require a password to view.

### About [organization]

This is helpful for contextualizing your story, and should be something any journalist can sample from to give readers an idea of what your organization does. As with all parts of a press release, there is benefit to keeping this section short – instead of pasting in your entire organization history, rewrite your boilerplate to show why you are an authority for the story you’re telling.

### Contact information

Name, position

Email

Phone number

**ENDS**

More free resources to help you nail that press release and win coverage:

* [How to write a great press release (with expert advice & real-life examples)](https://www.prezly.com/academy/how-to-write-a-great-press-release-with-expert-advice--real-life-examples)
* [Press Release Headlines: How to Write a Headline that Gets Coverage (plus examples)](https://www.prezly.com/academy/distribution/press-release-headlines-how-to-write-a-headline-that-gets-coverage-plus-examples)
* [PR Roundtable: A monthly livestream interviewing the heroes of communications](https://www.prezly.com/pr-roundtable)