Media Release Template

Media Release

For immediate release
Or for release on date:

<div align="right">

Contact name
Email
Phone number

</div>

Headline

City, State– Lead paragraph: The first paragraph of the release generally answers the "who," "what," "when," "where," and "why" questions. It should be roughly two sentences. The first sentence or lead is where you put the newsy or most important piece of information.
The second sentence describes what the next steps are or sets the timeliness of the story. Consider this paragraph a summary of the rest of the article.

The second paragraph provides more detailed information about the topic of the release.
Quote: Provide a quotation from someone directly associated with the topic of the release.

Additional paragraphs provide supporting material and further details (additional quotations, background information, statistics, and so on)

Final paragraph tell who to contact for more information.

(a symbol meaning this is the end of the article)

For more information, please contact:
Communications professional name
Title
Organization name
Email
Phone number

For the footer:
Company boilerplate language
Company address

PHOTO CUTLINE: *If your article contains a photo, place information about the photo here, including naming all individuals pictured if necessary, from left to right.*