

HOW TO WRITE A PRESS RELEASE

Anything that a company wants to announce should be shared with a press releases. Press releases provide detailed information useful to the media, potential clients, investors, and the world. They can There are several ways to write a press release but the below template is a quick and easy go to.

All press releases should include:

1. The Date the Press Release was made public
2. A Headline
3. Contact Information to Follow Up
4. The location of the event or business

The format may change but the aforementioned will be in every release. Below is a template that you can replicate with your own news.

JOHN DOE WINS MAJOR BLUE AWARD	Include a Title
<p>New York, New York - August, 4th, 2046: Actor John Doe wins the Prestigious National Blue Award for his performance of the Mr. John Smith in the award winning play, <i>“Press the Release.”</i> The award was presented to Doe on October 9th, 2046.</p>	Your first paragraph should have the location of the event, update, or company. It should also have the date the press release is going public.
<p><i>“It is such an honor to be recognized by the association for my portrayal of a character we all aspire to be,” said Doe.”</i></p> <p>The play <i>Press Release</i> goes on tour in the Spring. Doe will tour with the cast and conclude his final performance on Broadway.</p>	<p>Typically, most press releases will have a quote from the company or person putting out the release.</p> <p>After the quote, any additional information should be included.</p>
###	When the press release is complete, three hashmarks will typically appear at the end.
<p>About John Doe: John Doe is a 16 year industry veteran known for his role on “FBI: SVU” as Captain Sully. Since leaving the show, he has transitioned into his first love; theater. He makes his debut in the critically acclaimed “Higher Ground” action movie starring opposite, Santa Smith, in the Fall.</p>	Every press release should include information about the party being featured. It can be as little as one person / company or as many as you need.
<p>About the Blue Award: The Blue Award is a national award presented to special actors who exude confidence and empathy. The Blue Awards is held by the Academy of Motion Movies Association annually.</p>	
Information: Jane Smith – Jsmith@email.com	Include Contact Information so people can follow up.

- Content such as photos or video can be included with press releases.

To get more fun and useful resources; visit www.KarleenLeveille.com/EntrepreneurCenter