

# STANDARD PRESS RELEASE

## CONTACT INFORMATION:

[Company Name]

[Contact Name]

[Phone Number]

[Email Address]

## RELEASE DATE:

[Date]



YOUR  
LOGO

## [MAIN PRESS RELEASE HEADLINE {\*ALL CAPS\*}]

[*Optional Subhead {\*Title Case / Italicized\*}*]

**Dateline: [CITY, STATE, Month Date]** — Lede: [Briefly and explicitly state the information you need to share. Include who, what, when, where, why, and how and lead with the most important information.]

Body paragraphs: [Background information, rich quotes, etc.]

[Boilerplate]

[Call to Action]

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