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Press Release

I hope this Template helps you write your press release. You can view my video on Press Releases here: http://buildawebsitetonight.com/press-release-template.html

Publish your Press Releases here: http://PRLog.org (includes a PDF) | http://www.free-press-release.com | http://www.pressmethod.com | http://www.presszoom.com | http://www.pressbox.com

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http://buildawebsitetonight.com/newsletter.html

Instructions	Your text
Date – type today's date	
Release date – type release date OR "For Immediate Release"	
Headline: Open with an attention-getting, catchy headline. This must grab attention and be newsworthy.	
City of Origin & Date: Include the release date (month, day and year) and the city and state of origin.	
Opening Paragraph: The opening paragraph is your introduction. What is the purpose of the release? Why is the information of interest? Are you sure it's newsworthy? Make it a story solving a problem.	
The 5 W's: "Who, What, Where, When and Why" of the release. If possible include quotes from credible sources.	
In this paragraph make your final point - include your call to action.	
About: Include your company information and bio. Describe company, your products and your services.	
Contact Info: Phone numbers, email, fax, website addresses for the media, potential clients and business partners.	