**Contact Information**

Logo

Company Name/Individual

Contact Name

Phone Number

Email Address

**Release Date**

Date

**Main Press Release Headline**

*Optional Subhead (Title Case / Italicized)*

The **summary** paragraph is a synopsis of the press release in regular sentence form. It does not merely repeat the headline or opening paragraph. It just tells the story in a different way.

**City, State (FPRC)** Month 1, 2025 -- The first paragraph known as the "lead" contains the most important information. You need to grab your reader's attention here. In addition, you cannot assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something new, unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch," said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use at the Free Press Release Center. The last paragraph can also include details on product availability, trademark acknowledgements, etc.

**About ABC Company:**

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Your e-mail address goes only in the "Contact Email" box when you submit your press release.

**Contact Details**

Lorem Ipsum, Director of Public Relations

ABC Company | 000-000-000 | [www.lorem.com](http://www.lorem.com) | lorem@gmail.com

<https://www.freetemplatedownloads.net/>