[COMPANY LOGO]

**FOR IMMEDIATE RELEASE**

**[Headline: Announce the News in One Compelling Line]**

*[Subheadline: Add context or a secondary hook]*

**[CITY, STATE]** — [Month Day, Year] — [Lead paragraph: Who, What, When, Where, Why. This is the most important paragraph. If a journalist only reads this, they should understand the news. Keep it to 2-3 sentences max.]

[Second paragraph: Expand on the news. Add important details. Why does this matter? What's the significance?]

"[Quote from company executive or key stakeholder. Make it sound human, not corporate. This is your chance to add personality and perspective.]"

— [Full Name], [Title], [Company Name]

[Third paragraph: Additional details, features, timeline, or context. What else should people know?]

"[Optional second quote from a customer, partner, or industry expert. External validation is powerful.]"

— [Full Name], [Title], [Company/Organization]

[Final paragraph: Availability, call to action, where to learn more. "For more information, visit..." or "The product is available starting..."]

**###**

**About [Company Name]**

[Boilerplate: 2-3 sentences about your company. What you do, who you serve, what makes you different. This stays the same across all press releases.]

**Media Contact:**

[Contact Name]

[Title]

[Company Name]

[Phone]

[Email]

[Website]