

Press Releases: What to Include

Date / Release Date/ Title / Location

Introduction/Overview Paragraph

Summarize the reason for the press release with the most vital information, and introduce your company for those who might not know about it.

Elaborate The Overview

For the next one to three paragraphs, elaborate on the overview – go into slightly more detail about the reason for the press release. Still keep it as brief as possible, and stay on task. It might be a good idea to throw in a quote from the owner/manager of the company here.

It is vitally important you spend these paragraphs covering the five W's – Who, What, Where, When, Why.

Who – your company.

What – your new achievement/product/service/offices/sale.

Where – the town/city your company are proud residents of.

When – when this event comes into force.

Why – why this event is important in your industry and in the wider scheme of things.

Describe Your Company

If a journalist wants to run with your release, he'll need to be provided with a general background to your company, how many years you've been in business, local or national, and any previous success stories.

Company Contact Details

Names, email addresses and phone numbers where journalists and other press officers can reach you should they wish to run the story, require further quotes or elaboration on certain points, or just confirm the facts before they go to print.

EXAMPLE

Press Release

Date/Release Date/Title/Location

September 24th, 2012

FOR IMMEDIATE RELEASE

LOCAL BUSINESS TO GIVE AWAY HEATING AND AIR CONDITIONING EQUIPMENT WORTH THOUSANDS OF DOLLARS TO FAMILY IN NEED
Lewisville, TX

Introduction/Overview Paragraph

Speedy Air today announced a new competition, in honor of their tenth anniversary, to win thousands of dollars of important equipment for free, and even better, it will go to the Lewisville family that needs it the most! The homeowner who sends in a picture of the oldest air conditioning system will get an entirely new air conditioning system absolutely free of charge.

Elaborate The Overview

Speedy Air decided to run this competition so they could give something back to the Lewisville community that helped Speedy Air become the successful small business that they are. A brand new air conditioning system could easily cost you more than ten thousand dollars including installation, but Speedy Air is going to install a top-of-the-line system for free for one lucky family, who will then enjoy peace of mind and year-round comfort. The competition will run for one month only, with a winner announced November 1. The winner will immediately receive a full installation of a new air conditioning system, and their old system will potentially be donated to a museum. There are also second and third prizes of big discounts on a new system to be won, in what one employee called the “Crazy Comfort Competition”.

Not only will the winners of this competition be worry-free for years, they'll get to stay cool during the long, hot, Texas summers. Speedy Air, which has been operating out of Lewisville for ten years, decided to help out a family in need by way of celebrating their tenth anniversary. President Ken Jacobs said “We really wanted to give something back to the local community that helped us grow for ten years, so we thought we'd do that by helping out someone who needs us most, as no-one wants to be without air conditioning in the Texas heat. Also, I really like looking at photos of old air conditioning units.”

Describe Your Company

Speedy Air is a home comfort specialist based out of Lewisville, Texas. Since their founding in 2002 they have installed over 5,000 new systems in Lewisville and other local cities. They have a proud record of customer satisfaction and are active in local community events. Company boss Ken Jacobs has over 30 years of experience in the industry, and has written several papers and books on the issues facing the average comfort company.

Company Contact Details

For more information contact Ken Jacobs at 555-COMFORT or Ken.Jacobs@SpeedyAir.com. If you require any further press quotes, please contact the company using this information.

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