PRESS RELEASE
GUIDELINES

Green Fin Studio

YOUR LOGO HERE

CONTACT INFO
NAME
EMAIL
PHONE (OPTIONAL)
RELEASE DATE
MONTH DAY, YEAR

(BOLD, ALL CAPS in headlines are the norm. Craft an attention catching title that summarizes the main point/s of your release and engages media)
Optional subheader. Norm is to italicize this using appropriate upper and lowercase
[All of this info can be left or center justified, whichever you prefer]

City, State – Begin with a compelling intro. Grab the media's attention at the very top with why what you're releasing is big news. Answer the questions of Why is this news significant? What's "new" about it? Who is involved or made this work possible? Why should people care about it?

Use the rest of the release to tell your story clearly and succinctly. Be sure to toot your own horn a bit- establish your credibility and background.

You Can Use Sub-Headers to Break Up the Press Release
If there are natural breaks or groupings in your content, use sub-headers. These can make a press release easier and more interesting to read but use them appropriately and sparingly.

"Use quotes in your press release", naming the speaker, along with their affiliation, and title. In general, at least one quote is preferred and no more than three for a one-page release.

Including a high-resolution photo with your press release makes it easier for a journalist to run your story without having to contact you for a picture. Be sure to include photo credit.

Include details that a writer would need: what's your call to action? Visit a website for more info? Attend an event? Include relevant weblinks, any upcoming events and details associated with your news, etc.

About This Press Release: End with short info about your company. This could include how long you've been in business, a bigger picture of what you do than what is included in the release. Sing your own praises here too (e.g., growth, revenue, awards, industry leader, etc.)

Press release length should balance brevity with rich details. Aim for it to be one page (not front and back). It is standard to end with the series of ### marks below.

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