**Press Release Templates**

This document has eight press release templates for different events and announcements you might want to tell the public about. These templates have guides for:

* Launching a New Product or Service
* Starting a New Partnership
* Hitting a Company Milestone
* Winning an Award
* Merging or Acquiring a Company

Each template is a little different, depending on what you're announcing, but some parts are the same in all of them. Just replace the parts in brackets with your own details.

Here are some tips for all your press releases:

* Start with a clear lead that tells the main news. Keep it simple and to the point.
* Always include a quote from a boss or someone involved. If another company is part of the story, try to get a quote from them too.
* If you can, list key points with bullet points.
* Keep it short but add a link to a product, company, or blog page if it helps the reader.

**Launching a New Product or Service Template**

Use this template to tell people about a new service you're offering or a new product you're adding to what you sell:

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Title/Headline of Press Release]

[Press Release Subheadline (Maximum of One Sentence)]

[CITY], [STATE] – [DATE] – [Company Name], a leading provider in [industry], is thrilled to announce the launch of [Product/Service Name], a groundbreaking solution designed to [brief description of the main benefit or feature].

"Introducing [Product/Service Name] marks a significant milestone for us," said [Executive's Name, Title]. "This innovation represents our commitment to [core value or mission], and we believe it will [specific impact or result]."

If applicable: "[Partner Company Name] is excited to collaborate with [Company Name] on this venture," added [Partner's Executive's Name, Title]. "Together, we see the potential for [shared goal or vision]."

Key Features of [Product/Service Name]:

* Feature 1: [Short description of feature]
* Feature 2: [Short description of feature]
* Feature 3: [Short description of feature]

[Product/Service Name] will be available [release date] at [location or website].

For more information, please visit [Company Website] or contact [Contact Name] at [Contact Email/Phone Number].

About [Company Name]:

[Short paragraph about the company, its history, mission, and key offerings.]

**Starting a New Partnership Template**

Use this template to announce a new partnership.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Title/Headline of Press Release]

[Press Release Subheadline (Maximum of One Sentence)]

[CITY], [STATE] – [DATE] – [Your Company Name], a key player in [industry], is excited to announce a new partnership with [Partner Company Name], focusing on [brief description of the partnership or product integration].

"[Your Company Name] is thrilled to join forces with [Partner Company Name]," said [Your Executive's Name, Title]. "This collaboration will enable us to [specific benefit or goal of the partnership]."

"[Partner Company Name] shares the same vision and values," added [Partner's Executive's Name, Title]. "Together, we aim to [shared objective or result]."

Highlights of the Partnership:

* Area of Collaboration 1: [Short description]
* Area of Collaboration 2: [Short description]
* Product Integration Details: [Short description if applicable]

The partnership will officially commence on [start date], and further information can be obtained at [website or contact information].

About [Your Company Name]:

[Short paragraph about your company, its history, mission, and key offerings.]

About [Partner Company Name]:

[Short paragraph about the partner company, its history, mission, and key offerings.]

**Hitting a Company Milestone Template**

Use this template to announce your company reaching a new milestone or benchmark.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Title/Headline of Press Release]

[Press Release Subheadline (Maximum of One Sentence)]

[CITY], [STATE] – [DATE] – [Company name] has unveiled [description of momentum or significant milestone], marking a vital step for [company name] in its quest to [main goal of company].

"[Words from a company leader about the milestone]," stated [name], [title] at [company]. "[Further comment]."

This announcement follows a series of recent efforts and successes by the company, such as:

* Initiative or accomplishment #1
* Initiative or accomplishment #2
* Initiative or accomplishment #3

[Another quote, if needed].

For additional information on [milestone], please visit [link to website page about the milestone].

About [Your Company]: [3-4 sentence summary of your company, including any notable achievements, if relevant].

**Winning an Award Template**

Use this template to announce your company winning a new award or designation.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Title/Headline of Press Release]

[Press Release Subheadline (Maximum of One Sentence)]

[CITY], [STATE] – [DATE] – [Company Name], a recognized leader in [industry], is proud to announce that it has been honored with the prestigious [Award Name], in recognition of [brief description of why the award was won].

"We are absolutely thrilled to receive the [Award Name]," said [Executive's Name, Title] at [Company Name]. "This award highlights our dedication to [specific area or goal related to the award]."

If applicable: "[Other Company's Name] is delighted to have been a part of this achievement," added [Other Company's Executive's Name, Title]. "Our collaboration with [Company Name] has proven to be successful, and this award is a testament to that."

Highlights of the Achievement:

Reason for Winning 1: [Short description]

Reason for Winning 2: [Short description]

Impact of the Award: [Short description]

This award will be formally presented at [event or location, if applicable] on [date].

For more details about the award, please visit [link to website page about the award].

About [Company Name]:

[3-4 sentence description of your company, its mission, and key accomplishments.]

**Merging or Acquiring a Company Template**

Announce the news here if your company is merging with, acquiring, or being bought by another company, and provide a short summary of the details.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Title/Headline of Press Release]

[Press Release Subheadline (Maximum of One Sentence)]

[CITY], [STATE] – [DATE] – [Your Company Name], a leader in [industry], is pleased to announce that it is [merging with/acquiring/being acquired by] [Other Company Name]. This strategic move aims to [brief summary of the main goal or benefit of the merger/acquisition].

"[Quote expressing excitement or vision for the merger/acquisition]," stated [Your Executive's Name, Title] at [Your Company Name]. "[Additional comment about the expected impact or future plans]."

"[Quote from Other Company's Executive's Name, Title] at [Other Company Name]," added [Other Company's Executive's Name, Title]. "Together, we are [shared vision or goal]."

Key Details of the Merger/Acquisition:

* Type of Agreement: [Merger/Acquisition/Buyout]
* Expected Completion Date: [Date]
* Main Objectives: [Short description]
* Impact on Customers/Clients: [Short description]

For more information on this significant development, please visit [link to website page about the merger/acquisition].

About [Your Company Name]:

[3-4 sentence description of your company, its history, mission, and key offerings.]

About [Other Company Name]:

[3-4 sentence description of the other company, its history, mission, and key offerings.]