

Award Press Release Template

For awards, rankings, certifications and other recognition. The win is the hook, but the story is what you did to earn it, so the template gives that its own paragraph.

[Orange] fill in your details *[Grey]* write this part yourself, then delete the prompt

FOR IMMEDIATE RELEASE

[Company name] wins [Award] from [Awarded by]

[What the award recognizes, in one line]

[City], [Release date] - [Company name], *[what the company does]*, has won **[Award]** from **[Awarded by]**. The award recognizes *[what it is given for]*.

[What you did to earn it. The product, the project, or the result the judges recognized, with a figure if you have one.]

[Context. How the award is decided, how many entrants or nominees, and why it matters in your industry. Only include details the awarding body publishes.]

[What is next. How the recognition connects to what the company is doing now.]

"*[Credit the team or customers, and say what the recognition means]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**.

About **[Company name]**

[Company name] *[one sentence on what you do and for whom]. [One sentence of proof: founded year, customers, footprint, or a figure you can verify].* Learn more at **[Website]**.

Media contact

[Media contact name]

[Media contact email]

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When to use this template

- Winning or being shortlisted for an industry award
- Being named to a ranking or list
- Earning a certification or accreditation

Headline formulas

1. **[Company name]** wins **[Award]** from **[Awarded by]**
2. **[Company name]** named *[ranking or list]* by **[Awarded by]**
3. **[Company name]** recognized for *[achievement]* with **[Award]**

Tips from the editor's desk

Check the awarding body's rules

Many awards have rules on how winners may announce, including logo use and embargo times. Follow them exactly.

Explain why it matters

Readers outside your industry may not know the award. One line on how it is judged makes the win meaningful.

Thank people by name

Crediting the team or a customer makes the quote human, and gives them something to share.

Use it on your site

Link the release from your website and sales materials. Recognition works hardest after the news cycle is over.

Before you send it

- | | |
|--|--|
| ☐ Headline is under 70 characters and names who did what | ☐ Names and titles are spelled correctly and approved by the people named |
| ☐ The first sentence states the news completely | ☐ Partners, investors or customers mentioned have signed off |
| ☐ Dateline has the city and the release date | ☐ Boilerplate is current, and every link works |
| ☐ Every figure is accurate and you can show where it came from | ☐ The media contact is a real person who will answer |
| ☐ Each quote adds a reason or an opinion, not a repeat of the facts | ☐ Read it aloud once. Cut anything that sounds like an ad |

Written it? Get it published.

PressHalo distributes your release to a network of real news sites, with an editor checking it before anything goes out, and a report of every placement.

presshalo.com/start