

Business Expansion Press Release Template

For new offices, new markets, new locations and growth milestones. Local and trade editors want to know what changes on the ground, such as jobs, customers or services.

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

FOR IMMEDIATE RELEASE

[Company name] expands to **[New market or office]** to *[serve whom or do what]*

[The local impact: jobs, services, or customers, in one line]

[City], **[Release date]** - **[Company name]**, *[what the company does]*, today announced its expansion to **[New market or office]**, *[what the expansion includes]*. The move *[why, in one sentence]*.

[What is opening or launching. Office, team, services, local partners, and when.]

[Why new market or office. Customer demand, talent, partners, or market size, with a figure if you have one.]

[Local impact. Jobs, hiring plans, or services that local customers can now access.]

"*[Why this market now]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What it means for customers there]*."

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

- Opening an office, store or location
- Entering a new country or regional market
- A growth milestone such as customers, users or revenue

Headline formulas

1. **[Company name]** expands to **[New market or office]** to serve *[whom]*
2. **[Company name]** opens **[New market or office]** office, *[jobs or capability]*
3. **[Company name]** reaches *[milestone]* as *[driver of growth]*

Tips from the editor's desk

Pitch the local angle

Local outlets care about jobs and services in their area. Put the local impact in the subhead.

Name a local lead

A quote from the person running the new office or market makes the story feel rooted, not remote.

Use real milestones only

If the news is a milestone, use a figure you are comfortable seeing published and can back up if asked.

Add an opening date or event

An opening date gives local press a reason to visit or cover it on the day.

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.

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