



Free Press Release Templates

9 templates in the format editors expect, each with headline formulas, tips and a pre-send checklist.

1. Free Press Release Template
2. Product Launch Press Release Template
3. Funding Announcement Press Release Template
4. New Hire Press Release Template
5. Partnership Press Release Template
6. Event Press Release Template
7. Award Press Release Template
8. Business Expansion Press Release Template
9. Crypto and Web3 Press Release Template

Free Press Release Template

The format editors expect, with every section explained. Fill in the blanks below and the template updates as you type, then copy it or download the PDF. No signup.

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

FOR IMMEDIATE RELEASE

[Company name] *[action verb]* *[what you are announcing]*

[One line with the most important detail the headline could not fit]

[City], **[Release date]** - **[Company name]**, *[what the company is in a few words]*, today announced *[the news in one clear sentence]*. *[Why it matters to the reader, in one sentence]*.

[Second paragraph: the detail. What exactly is new, who it is for, and what changes for them. Use plain language and one concrete example.]

[Third paragraph: the proof. A figure, a customer, a milestone, or a timeline that makes the news credible. Only use numbers you can verify.]

[Fourth paragraph: availability or next steps. Where to find it, when it starts, how to get it, what it costs if relevant.]

"*[A quote that says why this matters, not what it is. Sound like a person, not a brochure]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[A second sentence with a forward-looking point]*."

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]

###

When to use this template

- Any announcement that does not fit one of the category templates
- A first press release, when you want the standard structure without guessing
- A base you can adapt for your own house style

Headline formulas

1. **[Company name]** *[does what]* for *[whom]*
2. **[Company name]** *[action verb]* *[specific thing]*, *[result or figure]*
3. *[Who]* can now *[do what]* with **[Company name]** *[thing]*

Tips from the editor's desk

Lead with the news, not the company

An editor decides in the first sentence. Put who did what in that sentence, and save the history and the mission for the boilerplate at the end.

Keep the headline under 70 characters

Longer headlines are cut off in search results, email subject lines and feed readers. Name the actor and the action, and drop adjectives that cannot be checked.

One quote that adds something

A good quote gives the reason or the opinion the facts cannot. If the quote could be swapped into any other company's release, rewrite it.

Aim for 400 to 600 words

Enough to cover the who, what, when, where and why with one example and one figure. Anything longer usually belongs on your website, linked from the release.

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

Product Launch Press Release Template

For a new product, app, feature or version. The structure puts the problem and the user first, which is what gets a launch covered instead of filed as an ad.

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

FOR IMMEDIATE RELEASE

[Company name] launches **[Product name]**, *[what it does in a few words]* for *[who it is for]*

[The single most useful detail: a capability, a price point, a platform, or who can use it from today]

[City], **[Release date]** - **[Company name]** today launched **[Product name]**, *[a one-line description of the product]*. **[Product name]** helps *[who]* *[do what]*, *[a short phrase on why that is hard today]*.

[The problem. Two or three sentences on what your users deal with now, ideally with a concrete example or a figure you can source.]

[What product name does about it. The two or three things that matter most, described as outcomes for the user rather than a feature list.]

[Proof. Early customers, beta results, a pilot, or a milestone. Only include numbers you can back up.]

[Product name] is available *[today / from date]* at **[Website]**. *[Pricing, plans, platforms, or how to get access]*.

"*[Why you built it, in a sentence that sounds like a person]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What you expect it to change for users]*."

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]

###

When to use this template

- A new product, app or service goes live
- A major new version or a feature big enough to stand on its own
- A product opens up to a new audience, platform or market

Headline formulas

1. **[Company name]** launches **[Product name]**, *[what it does]* for *[whom]*
2. **[Company name]** launches **[Product name]** to *[solve specific problem]*
3. New **[Product name]** lets *[who]* *[do what]* in *[time or effort]*

Tips from the editor's desk

Sell the change, not the feature list

Editors cover what a product changes for people. Describe the before and after for the user, and keep the full feature list on your product page.

Give availability its own paragraph

Readers want to know where, when and how much. A clear availability line also makes it easy for a writer to add your link.

Time it with the launch, not before

Release the news when the product is live or opens for signups, so anyone who reads it can act on it straight away.

Add visuals

A product screenshot or short demo link gives an editor something to run with the story. Host them where they can be downloaded.

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

Funding Announcement Press Release Template

For announcing a seed, Series A or later round. Business editors look for the amount, the investors and what the money is for, so the template leads with all three.

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

FOR IMMEDIATE RELEASE

[Company name] raises **[Amount raised]** **[Round]** to *[what the money is for]*

Round led by **[Lead investor]**, with participation from *[other investors]*

[City], **[Release date]** - **[Company name]**, *[what the company does in a few words]*, today announced it has raised **[Amount raised]** in **[Round]** funding led by **[Lead investor]**. *[Other investors]* also participated.

The funding will be used to *[the two or three specific uses: hiring, product, expansion, and so on].*

[Traction. The figures that explain why investors backed you now: growth, customers, revenue, usage. Only numbers you are prepared to see published.]

[The problem and market. Two sentences on what company name solves and why the timing is right.]

[Total raised to date, if you share it, and any previous rounds or investors.]

"*[What this round lets you do that you could not before]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[A line about customers or the mission, not the money].*"

"*[Why the investor backed the company, in their own words]*," said *[investor name]*, *[title]* at **[Lead investor]**.

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]**.

About **[Lead investor]**

[One or two sentences supplied by the investor.]

Media contact

[Media contact name]

[Media contact email]

###

When to use this template

- Closing a pre-seed, seed, Series A or later round
- A strategic investment from a notable company or fund
- An extension or follow-on round with a clear new purpose

Headline formulas

1. **[Company name]** raises **[Amount raised]** **[Round]** to *[what the money is for]*
2. **[Company name]** secures **[Amount raised]** led by **[Lead investor]** to *[goal]*
3. **[Company name]** closes **[Amount raised]** **[Round]** as *[traction point]*

Tips from the editor's desk

Agree the numbers with your investors first

Confirm the amount, the round name and the investor list with everyone named before you publish. A correction after the fact is worse than a delay.

Say what the money is for

"To accelerate growth" says nothing. Name the hires, markets or products the round pays for. That is what makes it a story.

Get an investor quote

A quote from the lead investor gives an outside reason to believe the story, and most funds expect to provide one. Ask early.

Coordinate the timing

Set one release time and have the investor's own announcement go out at the same moment, so coverage is not split across two dates.

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

New Hire Press Release Template

For executive appointments, board seats and key hires. A hire is news when it says something about where the company is going, so the template connects the person to the plan.

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

FOR IMMEDIATE RELEASE

[Company name] appoints [New hire's name] as [New role]

[Previous role and company] will lead [the area they own] as [Company name] [the company's next goal]

[City], **[Release date]** - **[Company name]**, *[what the company does in a few words]*, today announced the appointment of **[New hire's name]** as **[New role]**. In the role, **[New hire's name]** will *[what they will own or lead]*.

[New hire's name] joins from *[previous company]*, where *[they did what, with one concrete achievement]*. *[Earlier roles or relevant background, briefly.]*

[Why now. What is happening at company name that makes this role matter: growth, a new market, a product push.]

[Reporting line and start date, if you share them.]

"*[Why this person, specifically]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What you expect them to change]*."

"*[Why they chose company name, in their own words]*," said **[New hire's name]**. "*[What they plan to focus on first]*."

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]

###

When to use this template

- A new C-level or senior executive joins
- A board appointment or advisor with a notable background
- A promotion that signals a change in strategy

Headline formulas

1. **[Company name]** appoints **[New hire's name]** as **[New role]**
2. **[Company name]** names **[New hire's name]** **[New role]** to lead *[goal]*
3. Former *[previous company]* *[role]* **[New hire's name]** joins **[Company name]** as **[New role]**

Tips from the editor's desk

Make it about the company's direction

A hire on its own is a job update. Tie the appointment to a goal, such as a new market or a product push, and it becomes a business story.

Use one concrete achievement

"Over 20 years of experience" tells an editor nothing. One specific thing they built, grew or led is far more convincing.

Include a headshot

Trade and local outlets often run appointment news with a photo. Provide a high-resolution headshot they can download.

Send to trade and local press

Appointments are most often covered by industry titles and outlets near the company or the hire's home town. Target them first.

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

Partnership Press Release Template

For integrations, co-marketing, distribution and strategic alliances. Two company names are not news, so the template leads with what the partnership lets customers do.

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

FOR IMMEDIATE RELEASE

[Company name] and [Partner company] partner to [what customers can now do]

[How it works or when it is available, in one line]

[City], [Release date] - [Company name], *[what it does]*, and **[Partner company]**, *[what the partner does]*, today announced a partnership that *[the customer benefit in one sentence]*.

[How the partnership works. Integration, joint offering, distribution, and what a customer actually experiences.]

[Who benefits and why it matters. The problem the two companies solve together that neither solves alone.]

[Availability. When it starts, where to find it, and any terms customers need to know.]

"*[Why this partnership, in a sentence]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What it means for customers]*."

"*[The partner's reason, in their words]*," said *[partner spokesperson]*, *[title]* at **[Partner company]**.

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]**.

About **[Partner company]**

[One or two sentences supplied by the partner.]

Media contact

[Media contact name]

[Media contact email]

###

When to use this template

- A product integration with another company
- A distribution, reseller or channel agreement
- A strategic or co-development partnership

Headline formulas

1. **[Company name]** and **[Partner company]** partner to *[benefit for customers]*
2. **[Company name]** integrates with **[Partner company]** so *[who]* can *[do what]*
3. **[Partner company]** customers can now *[do what]* with **[Company name]**

Tips from the editor's desk

Lead with the customer benefit

Editors skip "X and Y announce partnership". Put what customers can now do in the headline and the first sentence.

Agree approvals early

Both companies' legal and marketing teams will want to review. Share the draft early and set one release date.

Include both boilerplates

Each company gets its own About paragraph. Ask the partner for theirs rather than writing it for them.

Distribute from both sides

Ask the partner to share it with their audience too. Their customers are the people most likely to care.

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

Event Press Release Template

For conferences, webinars, launch events and community gatherings. Event editors and listings need the what, when, where and how to attend in the first two paragraphs.

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

FOR IMMEDIATE RELEASE

[Company name] to host [Event name] on [Event date]

[The draw: a headline speaker, a theme, or what attendees will leave with]

[City], [Release date] - [Company name] will host **[Event name]**, *[a one-line description of the event]*, on **[Event date]** at **[Venue or format]**. The event brings together *[who]* to *[what they will do or learn]*.

[The program. Key sessions, speakers or activities, with names and titles where confirmed.]

[Who should attend and why. What attendees get that they cannot get elsewhere.]

Registration is *[free / priced]* and open now at **[Website]**. *[Capacity, deadlines, or how press can request a pass.]*

"*[Why you are running this event]*," said **[Spokesperson], [Spokesperson title]** of **[Company name]**. "*[What you hope attendees take away]*."

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]

###

When to use this template

- A conference, summit or trade show you host
- A webinar, workshop or virtual event
- A launch party, open day or community event

Headline formulas

1. **[Company name]** to host **[Event name]** on **[Event date]**
2. **[Event name]** brings *[who]* to **[Venue or format]** to *[topic]*
3. **[Company name]** announces speakers for **[Event name]**

Tips from the editor's desk

Put date, place and registration up front

Listings editors copy these straight into their calendars. If they have to hunt for them, they move on.

Announce twice

Send one release when registration opens and a second when speakers or the agenda are confirmed. Each is a separate piece of news.

Offer press passes

Say how journalists can attend. Coverage from people in the room is worth more than a listing.

Follow up afterwards

A short release after the event with attendance or key announcements gives you another reason to be in the news.

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

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]

###

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

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]

###

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.

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

Crypto and Web3 Press Release Template

For protocol launches, mainnets, integrations, token news and listings. Crypto editors are wary of hype, so the template is built around verifiable facts and what users can do.

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

FOR IMMEDIATE RELEASE

[Protocol or project] launches on **[Chain or network]**, *[what users can now do]*

[A verifiable detail: audit completed, integration partner, or availability]

[City], **[Release date]** - **[Company name]** today launched **[Protocol or project]** on **[Chain or network]**, *[a one-line description]*. **[Protocol or project]** lets *[who]* *[do what]*, *[why that matters]*.

[How it works, in plain language. Avoid jargon an editor outside crypto would not follow.]

[Security and trust. Audits (with the auditor's name), testnet results, or partners. Only claims you can link to.]

[Availability. How users can access it today, and any regions where it is not available.]

[Compliance note, if relevant. This release is not financial advice and does not offer tokens for sale.]

"*[Why you built it]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[What it changes for users]*."

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]

###

When to use this template

- A protocol, dApp or mainnet launch
- An exchange listing or integration
- A token, governance or ecosystem announcement

Headline formulas

1. **[Protocol or project]** launches on **[Chain or network]**, bringing *[capability]* to *[users]*
2. **[Protocol or project]** mainnet goes live, *[what users can now do]*
3. **[Company name]** launches **[Protocol or project]** to *[solve specific problem]*

Tips from the editor's desk

No price predictions

Editors reject releases that hint at returns or price action, and many outlets will not run them. Stick to what the product does.

Make claims verifiable

Link to the audit, the contract address, the docs, or the integration partner's own announcement. Unverifiable claims kill credibility.

Translate the jargon

Write for an editor who does not live on-chain. Explain the user benefit before the technology.

Check your legal position

Token announcements can raise securities questions. Have counsel review anything about token sales, rewards or yields.

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