

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]

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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