

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]

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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 |

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