

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

Name; Phone; Email

**PRESS RELEASE HEADLINE**

*Sub-Headline*

**WASHINGTON (MONTH, DAY, YEAR)** – The first paragraph (lead) and second paragraph discuss the most important information: the why and how of your launch, update or development. This gives the reader a general sense of the whole story. Think about the main point you want to communicate, stick to the facts, and avoid using sales or marketing language.

The body of the press release (subsequent paragraphs) serves to provide further background information on the topic highlighted in the first and second paragraphs. Keep these sections short, approximately three sentences per paragraph. Also, incorporate statistics, hyperlinks, and quotes from official spokespeople.

Note that quotations need to be separated by information sections, rather than positioned back-to-back.

In the conclusion, offer links for more information, or share with the reader what to anticipate next (i.e. a hearing date in a case, the next related event/program being hosted on the topic).

The final paragraph is the company boilerplate. The boilerplate is a short, factual description about your company or organization and its mission. Include relevant hyperlinks (including to a social media page, if applicable).

# # #