

## COMPANY LOGO

### FOR IMMEDIATE RELEASE

Month Day, Year

**Contact:**            **Author Name, Author Position**  
                          **Company name**  
                          **Direct phone line, email**

Event webpage here: include link

#### **Release title**

*A short subhead that summarizes the purpose of the release*

**San Luis Obispo, CA** – The lead, or first sentence, should grab the reader’s attention and concisely say what the story is about. This is the most important information in the story. What exactly are you trying to tell the reader? Here is an example of a good lead: *“More than \$1,000 raised for the local charity foundation during the third annual company event last weekend.”*

The following one to two sentences should expand on the lead.

The body copy should be compact (avoid long sentences or paragraphs). The first few sentences and paragraphs should sum up the news release and the rest should elaborate on it. Most reporters are very busy and will not have the time to read an entire news release, so make sure you have all of the pertinent information at the top.

Use facts – events, goals, targets, people, etc. And be sure to communicate the five Ws: who, what, when, where and why.

**About Your Business:** Provide information about your company, the source of the news. At the end of the body copy, use a paragraph to sum up what your company is and does. Begin this paragraph with a header (usually About COMPANY NAME).

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