



KAAAC Advocacy Toolkit

Press Release Template

FOR IMMEDIATE RELEASE:

Contact:

Contact Person

Company Name

Telephone Number

Fax Number

Email Address

Web site address

Headline

City, State, Date — Opening Paragraph (should contain: who, what, when, where, why):

Remainder of body text – Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

If there is more than 1 page use:

-more-

(The top of the next page):

Abbreviated headline (page 2)

Remainder of text.

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact: (all Contact information)

Summarize product or service specifications one last time

Company History (try to do this in one short paragraph)

*** (signifies the release has ended)