<Company logo or letterhead>

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**NOTE:** There’s an ongoing debate over whether press releases are a thing of the past. But you still have to get your message out, and journalists still need stories.

The way you reach them may change but the format of the message doesn’t; lead with the facts and your hook, don’t be sales-y, include expert quotes. Your first contact with a journalist may be via a Tweet, but you’ll still have to back that up with goods.

Consider this old school release the backbone of your message, and only one of your tools to reach the media.

**For Immediate Release:** tell the journalist when the story can be told

**Headline**: all caps

**Subhead**: upper and lower case

**End**: use ### symbols to signal the end.

**FOR TIPS**:

For tips and tools for how to write an attention grabbing release, how to target the right journalist, and how to prepare for the interview, check out the PR Tutorial on [workingforwonka.com](http://workingforwonka.com/resources/done-by-lunch-tutorials/).

FOR IMMEDIATE RELEASE Contact: Name

Phone(s):

Email address:

**CLEVER HEADLINE WITH KEYWORDS HERE**

Descriptive Subhead Goes Here

CITY, date of release – Lead paragraph. This is where you give the journalist the who, what, and where of your message. Try to answer each of those questions in the lead paragraph, but be sure to that you’ve given them a reason to keep reading. That usually falls in the “why” section. That’s your hook.

You can be a bit more descriptive in the second paragraph, flushing out some of the info you teased in the lead. Your lead paragraph needed to be short and enticing, but factual. This paragraph can give the journalist more meat to sink their teeth into.

“Add your strong quotes throughout.” Mr. Johnson, CEO of Better Mousetrap Inc.

Add quotes from industry experts backing up your message if possible. Of course, you can always quote company spokespeople too.

As you get farther down the release the information should get less important. Everything the reporter needed to determine if this is a story they can cover, should have been said before they are three-quarters of the way through the release.

End the release with final and less important details. If you were talking about an event you would give the location, time and cost details here. Triple proof the release. Nothing irritates a journalist more than typos and bad grammar. Other than maybe a boring press release. Good luck.

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**About How to Build a Better Mousetrap Inc**. – Include company boiler plate information in this section. For example, Better Mousetrap Inc., established in 1972, was founded by two beloved characters. The company develops and markets better mousetraps. Find out more about How to Build a Better Mouse trap on our website: bettertraps.com