**TEMPLATE**

**[Follow a standard news release format.]**

**Headline Announces News in Title Case, Ideally Under 80 Characters**

***The summary paragraph is a little longer synopsis of the news, elaborating on the news in the headline in one to four sentences. The summary uses sentence case, with standard capitalization and punctuation.***

City, State (PRWEB) Month 1, 2007 -- The lead sentence contains the most important information in 25 words or less. Grab your reader’s attention here by simply stating the news you have to announce. Do not assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should answer the who, what, when, where, why and how questions. The news media may take information from a news release to craft a news or feature article or may use information in the release word-for-word, but a news release is not, itself, an article or a reprint.

The standard press release is 300 to 800 words and written in a word processing program that checks spelling and grammar. This template is 519 words.

The ideal headline is 80 characters long. Use title case in the headline only, capitalizing every word except for prepositions and articles of three characters or less.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

Typical topics for a news release include announcements of new services or of a strategic partnership, the receipt of an award, the launch of a new website. The tone is neutral and objective, not full of hype. Avoid directly addressing your target audience. Do not use "I," "we" and "you" outside of a direct quotation.

About XYZ Company:

Include a short organization backgrounder, or "boilerplate," about the agency or the person who is newsworthy before you list the contact person’s name and phone number.

Contact:

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[http://www.prweb.com](http://www.prweb.com/)

*Adapted from PRWeb, PRESS RELEASE NEWSWIRE*