

Press Release Guidelines

A press release is a document prepared for release to the media, and can be done by a “cookie cutter” approach and should have useful, accurate and interesting information.¹ The format used for press releases is included in the attached sample and the body of the release should include the who, what, where, when and why of the message. It is best to keep the release brief and it is best to add a personal touch or catchy text if appropriate.²

Checklist – use a basic font such as Times New Roman or Arial in your press release.

1. Company letterhead should be used with the company name, address, phone number, website, etc. listed
2. PRESS RELEASE in all caps
3. Contact person’s name
4. IMMEDIATE RELEASE in all caps – or - RELEASE DATE with the date in all caps
5. **HEADLINE** or **TITLE** in **BOLD/CAPS**
6. Body – Double space, with page numbers
7. Start with the date and the city of the release. Follow with the who, what, when, where, and why.
8. Sum it up
9. ### - Three “”#” symbols centered directly after the last line signals the end of a press release.³

¹ “How to Write a Press Release,” Luan Aten, www.lunareclipse.net/pressrelease.htm

² Ibid.

³ Ibid.

Sample Press Release

XYZ Manufacturing Company (Letterhead Stationary)
Address
Address
Portland, Maine XXXXX
207-XXX-XXXX
www.xyzmanu.com

PRESS RELEASE

Contact name - Felix Smith

IMMEDIATE RELEASE

SALLY OLIVER GRADUATES

June, 1, 2008, Portland, Maine

XYZ Manufacturing Company is pleased to announce that Sally Oliver, Financial Analyst, has graduated On May 17, 2008 with honors, from the University of Maine with a Bachelor Degree in Business Management. With the company's support, Ms. Oliver was able to work full time and go to school part time for the last few years. Phil Lambert, General Manager, congratulated Ms. Oliver on her achievement and noted, "Sally Oliver is a fine example of the talented people who are a part of the XYZ Company. I couldn't be more proud of her achievement."

Ms. Oliver noted that her hard work paid off, thanked the company for their support, and said "it will be nice to be able to sit back and enjoy the summer weather after all the studying!"

###