PRESS RELEASE TEMPLATES

# New Product or Service

Use this template for announcing a new service you’ll be providing or a new addition to your product line.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced [name of new product/service], a new [product/service]. [Name of new product/service] is [description of product/service] and offers a new way for [target customer type] to [benefit or features].

“[Quote from higher-up in the company about the product/service],” says [name], [title] at [company]. “[Additional quote].”

Features and benefits of [product/service] include.

* Benefit or feature #1
* Benefit or feature #2
* Benefit or feature #3

[Product/Service] will be available starting [availability date], at [price point]. For more information on [product/service], visit [URL of product page].

**About [Company]**: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Fundraising

If you’ve raised a round of fundraising, announce it with this press release template.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced a new round of series [letter] funding of [sum of money] at a valuation of [total valuation (if you choose to disclose)]. This round of funding was led by [name of lead investor] with participation from [name of other participating investors, if applicable].

“[Quote from investor representative about the funding],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from higher-up in the company about the funding],” says [name], [title] at [company]. “[Additional quote].”

This new round of funding will be used to [main reason of fundraising]. Specifically, the areas that the company will focus on are:

* Area of focus #1
* Area of focus #2
* Area of focus #3

[Summarize the company’s growth accomplishments to date so readers are caught up on the company’s progress].

**About [Company]**: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# New Partnership

This release is for announcing partnerships and/or product integrations. There is a separate template for mergers and acquisitions, so head there if that’s what you’re announcing.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced a new partnership with [partner/company name]. This partnership will [goal of partnership to new and existing customers].

“[Quote from higher-up in the company about the partnership],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from new representative of the partner about the partnership],” says [name], [title] at [partner company]. “[Additional quote].”

The benefits of this new partnership include.

* Benefit or feature #1
* Benefit or feature #2
* Benefit or feature #3

**About [Your Company]**: [3-4 sentence description of your company and its recent accomplishments, if applicable].

**About [Partner]**: [3-4 sentence description of the new partner and its recent accomplishments, if applicable].

# Momentum or Milestone

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced [description of momentum or major milestone]. This milestone is a major move for [company name] on its mission to [main goal of company]

“[Quote from higher-up in the company about the milestone],” says [name], [title] at [company]. “[Additional quote].”

This news comes in the wake of many recent initiatives and accomplishments of the company, including:

* Initiative or accomplishment #1
* Initiative or accomplishment #2
* Initiative or accomplishment #3

[Additional quote, if desired].

To learn more about [milestone], click here [link to website page about the milestone].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Hiring an Executive

Announcing a new CEO, executive, C-level professional? Tell the world your good news with this template

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced that [name of new executive] will be joining [company] as [title], effective [date of joining].

[Name] will be joining company from [former company], where [he/she] was [former title] for [length of tenure]. [Name] will be brining [his/her] experience in [area of expertise] to [company] to [goal of company or role].

Additionally, [name]’s experiences that will benefit [company] moving forward include:

* Experience 1
* Experience 2
* Experience 3

“[Quote from new executive about joining the company],” says [name]. “[Additional quote].”

“[Quote from higher-up in the company about the hiring],” says [name], [title] at [company]. “[Additional quote].”

[Additional quote, if desired].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Winning an Award

You won an award? Congrats! Use this template to publicize the great news.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: On [date of award win], [award giver] named [company] the winner of [award] at [event]. The award recognizes [reason for award]. Previous winners include [name previous prestigious winners of the award, if appropriate].

“[Quote from higher-up in the company about the award],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from award giver about your company’s win, if available],” says [name], [role] at [award giver]. “[Additional quote].”

[Input additional content about the award, the ceremony where it was presented, and/or the methodology of award selection, if appropriate].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Major Customer Acquisition

Finally, you signed that household name company as an official customer. Use this template to highlight the achievement and the details.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced it has signed on with [customer name] as their [product/service name] for [function of product/service]. [Company name] is excited to partner with [new customer] to provide [benefit of product/service].

“[Quote from higher-up in the company about the new customer],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from customer about partnership],” says [name], [title] at [partner company]. “[Additional quote].”

[Additional brief overview of the deal’s details and/or benefits, if applicable].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

**About [Partner]:** [3-4 sentence description of the new customer and its recent accomplishments, if applicable].

# Merger/Acquisition

If you’re merging with, acquiring, or being acquired by another company, announce the news and briefly outline the details here.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today it has [merged with/acquired/been acquired by] [company], effective [date].

“[Quote from higher-up in the company about the new merger/acquisition],” says [name], [title] at [your company]. “[Additional quote].”

“[Quote from higher-up in second company about the new merger/acquisition],” says [name], [title] at [second company]. “[Additional quote].”

For more information on how the [merger/acquisition] will affect current customers, please click here [link to further information].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

**About [Other Company]:** [3-4 sentence description of the new customer and its recent accomplishments, if applicable].