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For Immediate Release

Headline Is Short and Employs Title Case

(Title case – capitalize first letter of every word except for prepositions and articles of three words or less.)

City, State (Company) Month Day, 2005 -- The lead sentence contains the most important information in 25 words or less. Grab your reader's attention here. Don't assume 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 cover the who, what, when, where and why questions.

The rest of the press 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.

The final paragraph in the body of a press release should contain the least important material, because if for some reason your press release is too long, this paragraph will probably be the first to be cut by editors. For most press releases, it's typical to restate and summarize the key points with a paragraph like the next one.

This paragraph should include a contact for additional information on the news that is the subject of this release. For example: For more information, visit www.pda-online.org. You can also include details on product availability, trademark acknowledgment, etc. here.

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(The above symbols indicate the formal end of press release copy.)

About XYZ Company:

Include a short corporate backgrounder about the company or the person who is newsworthy. This gives members of the media a little extra information to use should they decide to call your company about a feature article they are writing and need an expert in your area of business.