COMPANY NAME AND LOGO

Address      Phone number      Website

NEWS RELEASE

Contact: John Smith
Public Relations Director
Phone: 555.555.5555
Email: johnsmith@acme.com

NEWS RELEASE HEADLINE GOES HERE IN ALL UPPER CASE
Subtitle Goes Here in Title Case (Upper and Lower)

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Boilerplate…boilerplate…boilerplate…boilerplate…boilerplate…boilerplate…
Boilerplate is usually two or three sentences put at the end of the news release that sums up
a company or organization's mission or purpose and/or gives basic summary type facts so
those not familiar with the company/organization will know, in a concise way, what type of
company/organization it is.

For more information (about your event, program, etc.) contact so and so at (phone number
and email) or visit this website at… This is a good way to end the release, especially if you
want people to take some action.

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Note to Media: If you’d like more information about this topic, or to schedule an interview
with John Smith, contact Beth Brown at 555.555.5555 or bethbrown@acme.com