

## 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].

# 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].

## Merger or 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].





