

FOR IMMEDIATE RELEASE or EMBARGO UNTIL [DATE]

Date: Month xx, 200x

Contact: John Doe  
(xxx)xxx-xxxx, ext. xxx

**Organization Name Verbs a Product, Service, or Event:**

***Product, Service, or Event Promises to Verb this Benefit to These People***

**City, MI—Month xx**—On this date, Organization Name will verb this product, service, or event for these people at this location at this time. Additional detail, the (Product, Service, Event) verbs (target audience) gain the following unique outcome they couldn't otherwise obtain. If I haven't already done so, I will now explain why this topic is newsworthy.

“This quote will help add credibility to my story and make it more interesting for readers,” says Important Source Jane Doe. “It uses specific language, is rich in particulars, and doesn't make overreaching claims.” I might also include other vital proof points that are fundamental to the announcement.

**Subhead to identify another element of the story or highlight another key benefit**

I will now elaborate and back up my promises with just enough detail to create a rock-solid case for the value and meaning of the announcement. I may use a quote from a satisfied consumer or other source outside of the organization.

I will support my case with more evidence, and identify special features we have that the competition doesn't. I will end with a means of contact for the reader, including name, phone, web address, mailing address, and email as appropriate.

Organization Name is an organization of this type specializing in this type of service or product. Since this date, they have served the residents of this area from their offices in this city.

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