

Zencom-Media Press Release Format:

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person:

Company Name:

Phone Number:

Email Address:

Website URL:

<HEADLINE><Center><BOLD><Underline>

<City>, <State>, <Date> - First paragraph.

Begin your press release with a two sentence paragraph that provides a quick overview of the news why it is important. It should read easily and make your news sound exciting to a general audience.

Next, provide some background information on the product or service.

Make sure to write your release in terms that readers consumers, your target audience, and the general public will understand. Do not use industry terminology, and provide definitions that readers might not know about or understand.

Your text should explain the purpose, target market, and benefits of your product or service, and intrigue the reader to find out

more, visit your website, contact you for more information, recommend your product to a friend, or sell your product to management.

ABOUT <COMPANY>

The final paragraph should be a brief description of your company and the products and services it provides. Include a summary of other products and services your provide, and a brief history of the company. Also include "For more information, contact: " as the last sentence.

- END -