Press Release Template

Emergency Communications Guide

How to use this template

Getting all the facts is a priority. It is important that your organization not give in to pressure to confirm or release information before you have confirmation (e.g., from your scientists and emergency operations center).

Work with HR to manage information about injured/impacted employees, if applicable.

Edit the sample template to your needs. Be sure to get proper approval of the statement before releasing it to the media.

*Provided courtesy of simplicityHR by ALTRES | August 2020*

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| --- | --- | --- |
| Contact: [Contact Name][Your Company]Phone:(xxx) xxx-xxxxFax:(xxx) xxx-xxxx | [Address][City, State Zip][Website] | [YOUR COMPANY] |

# Press Release

### Headline

Subhead

City, Month day, Year: [Lead Paragraph - needs to describe the entirety of your news story in a few sentences. This paragraph, along with your headlines, is your chance to capture the reader’s attention. Include the “who, what, when, where, why and how.”]

[Quotes - Use quotes to help break the monotony of a press release and bring personality to the news story. The individuals quoted in the release should be the same ones who are available for media interviews.]

[Supporting paragraph and quotes - You may have a lot of information to be included in your press release. Sometimes, the use of bullet points in the body of the release can help draw the reader’s attention to important facts about your story, without having to be too wordy.]

[Include company boilerplate – This paragraph(s) will include info about your company, where you are headquartered, founded, etc. You may include or restate relevant company website or resource.]

\*[Any additional details/explanation or relevant certifications about your company or operations that may have been referenced in the release]

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For more information or media inquiries, please contact [Media Contact Name] at [email] or [phone].