

Leff's Atlanta Media Press Release Template

[company logo]

Press Release Basics:

- *The headline is the most important part of the release. Spend a lot of time on it. Keep it short, but complete and compelling.*
- *Your sub-headline can provide additional details you couldn't fit in the headline.*
- *Begin your press release with the most important information and end with the least important.*
- *Think of the release as a pyramid, with the most important information presenting concisely at the top, and widening to include all the details by the time you get to the base.*
- *Assume a reporter or editor will read only part of your release before making the decision to continue reading. With that in mind, make sure your most compelling information is at the top, with less important details at the bottom.*
- *Make your contact information easy to find at the top of the release. Make sure the contact person listed is available when the release is issued. Include cellphone numbers, emails or pager numbers as necessary.*
- *Length: Keep the release to no more than two pages.*
- *Line spacing: 1 ½ in 10 or 12 point type*

For Immediate Release

Contact: [name], [company], [phone], [email]

[HEADLINE]

[sub-headline]

[CITY, [month, date, year] – [The 'lead' paragraph of your press release should quickly and clearly explain your announcement. It should answer the five basic questions: who, what, why, when and where. Length should be three to five sentences. Make it compelling and save details for subsequent paragraphs. Most reporters and editors will make their decision on whether to read further by the time they've quickly scanned to headline and lead of your release.]

[Once you've completed your lead, follow up with additional details.]

[Insert a quote from a company representative. This should be a high ranking person, who can talk in detail about the product, service or issue being discussed. Make sure this person will be available for interview when the release is issued. Try to make the quote meaningful, with information that explains why the product, issue or event is important or unique.]

Quote Example: "Companies do not become great in themselves, companies become great because great people choose to work there," said Jim Huling, CEO of MATRIX Resources, Inc. "As leaders, we must strive to create an environment to which the best people are drawn; an environment in which they willingly invest their talent and their passion. This is the only real formula for greatness."

[At this point in the release, insert basic background information on your company.]

More About [Your Company]

[Insert your company's 'boilerplate.' This should include the size of the company, type of business, number of employees, location of headquarters or offices, list of key products]

Sample Boilerplate: Privately held, MATRIX in 2004 had sales of \$139.7 million. Headquartered in Atlanta, Ga., MATRIX has offices in Dallas; Research Triangle Park and Charlotte, N.C.; Birmingham, Ala.; Phoenix, Ariz.; and Bedminster, N.J. MATRIX has more than 190 internal employees and 1,400 staff contract consultants. For more news and information, visit the MATRIX Web site at www.MatrixResources.com.

###