



## Press Release Sample by Gen Cole™

Draft for review

**[Your Company Name] Main Heading Goes Here...**

### ***Compelling Sub Heading***

**CITY, STATE - DATE, YEAR- (Your company name)** today announced whatever you announcement will be succinctly. **(Your company name)** state features and or benefits this brings **[in the xyz industries]** with additional key benefits outlined and web link added for any ‘dropped names or brands.’ ([www.alinkhere.com](http://www.alinkhere.com)) **then describe in 4-8 words this link’s main line of business – a brief description.**

“A cool quote that supports the benefits of your new announcement by you or someone in the organization,” said **[Your company executive]**. “continue with quote broadening the description stating benefits for making this move into this new area, providing new capabilities, etc.”

“Benefits statement supporting and speaking to features/benefits by someone outside the organization,” said First Name Last Name, title, Company. “Continuing endorsement statement with additional details to what the future holds now...”

One final paragraph – no quotes – just straight forward text depicting how based on industry facts, figures, this is a good move. Can show how it supports other key trends in industry or more of a editorial type read – can use reference material here... 2-4 key sentences.

### About (Your company name)

Add your company boilerplate (brief company descriptor) here. i.e. Blank Company is a full service provider of.... (not a long drawn out detailed type thing!) To learn more, please visit [www.yourwebsiteslinkhere.com](http://www.yourwebsiteslinkhere.com) or call (555) 555-1212.

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Please direct all press inquiries to:

**Your Company Name**

**Your Company Contact**

**Your Contact Title**

**Your Contact Email AddressYour Company Fax**