

Headline Is in Title Case Meaning You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less and Shorter; Ideally It Is Not More Than 170 Characters and Does Not Take a Period

City, State (FPRC) Month Date, Year -- The first paragraph know as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"You should include a quote," said Staff Member, Job Title and Company Name. "And you should use the last paragraph to restate and summarize the key points."

The last paragraph can also include details on product availability, trademark acknowledgements, etc.

About Person/Company:

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Do not include an email within in the body of the press release.

Contact:

Contact Name, Job Title

Company Name

Phone Number

www.YourWebAddress.com