Press Release Template

I don't believe a press release can be 100% templated. Each story is unique and requires original thinking to maximize newsworthiness. There are, however, some basics to follow that will help at least in creating a more professional-looking press release. In creating content, make sure to work on your key messages, in the appropriate context, per our Messaging Tip Sheet exercises. Regarding Press Release distribution, there are many options, and needs to be customized based on goals/needs.

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Company Logo   Media Contact(s)
                                      Investor Contact(s)

For Immediate Release [or, Embargoed Until (Date)]

HEADLINE: Write up to 70 characters (or no more than 1 line) stating your news

Subhead: If needed, insert another line or 2, adding points to enhance the top news

City, State, Date – Write a lead paragraph. This should announce and reiterate the top news from your headline, plus any other key information. If a reporter or reader were to stop here, what would you want them to know?

2nd Paragraph or Quote: For a business announcement, include an executive quote here, commenting on the news and its significance. If you need another paragraph here to elaborate on the news or include any important statistics (e.g., disease area prevalence, public health risks), the quote can follow.

3rd Paragraph: If this is announcing data or scientific news, summarize the data details. A quote from a company medical officer or external medical expert (a study investigator/author) can follow.

At the end of the main press release body, state where readers can visit or call for more information (at your discretion – depending on what you are announcing).

Boilerplates to consider:
- Company
- Product(s) – including ISI/fair balance if an approved Rx therapy.
- Partner(s) – if joint announcement
- Disease state (if relevant)

Other possible elements:
- Forward-Looking Statement (public companies)
- Trademarks
- References

Repeat media and if relevant, investor contacts.