**[UNVEILING/LAUNCH DATE]**

**PRESS RELEASE**

|  |  |
| --- | --- |
| **CONTACT** [Contact Name & Title]**COMPANY** [Company Name]**PHONE** [Phone Number] **EMAIL** [Email address]**WEB** [Website] |  **EMBARGOED FOR** [Time and date for the media to release the story]  |

**[BUSINESS NAME/INDIVIDUAL NAME] IS EXCITED TO [LAUNCH/UNVEIL] [NAME OF PRODUCT/SERVICE/PLAN/BOOK/ /ART/TECH/THING BEING LAUNCHED] (70 Characters)**

*[Insert Catch-Phrase for Launch]*

**[CITY, STATE, DATE] — [INTRO PARAGRAPH]** [Name of Business/Individual] is proud to [Launch/Unveil] [Name of Thing to Be Launched] on [Date of Launch/Unveiling]. [Describe the thing to be launched in one or two sentences. Highlight the most exciting and interesting aspects and other relevant details].

**[SECOND PARAGRAPH]** [*Give additional information about the thing to be launched using all the Five W’s of Journalism that apply: Who? What? Where? When? Why? How? Add calls to action and links.*]

**[THIRD PARAGRAPH]** [*If more details will help the media write a story about the pitch, include them here. Consider the most compelling information related to proof, statistics, expected number of purchases/downloads/views, number of customers, size of audience, etc. Try to show how the thing to be launched will solve an unsolved problem that affects a wide audience, or how it will capture the interest of many people. Show how it’s different, unique, shocking, rare, futuristic, or new. Add calls to action and links.*]

**[FOURTH PARAGRAPH]** [*Insert quotable statements from the company’s CEO, key executives, famous people, those in charge of the launch, or other leaders to provide legitimacy to the newsworthy event.*]

**[BOILERPLATE PARAGRAPH]** [*Insert your company’s standard three or four sentence bio/description here.*]

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