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| [THE CONTACT LIST/EMAIL LIST PRESS RELEASE][Date] [Company Name][Street Address, City, ST ZIP Code]**[**Phone][Email][Website] |

[Recipient Name]

[Street Address or Email Address]

[City, State 00000]

***[MAIL or EMAIL THIS “PRESS RELEASE/NOTICE” TO YOUR OWN CONTACT LIST]***

***Re: [Insert Newsworthy Headline Here]***

Dear [Name of Recipient],

**[INTRO PARAGRAPH]** [**Use the same language used in your original press release for the media**. *Set the stage with two or three short sentences about a current topic of interest that makes your press release relevant to readers. Next, write a sentence that presents your newsworthy event with the most exciting information first.*]

**[SECOND PARAGRAPH]** [*Give additional information by using the Five W’s of Journalism: Who was involved? What happened? Where did it happen? When did it happen? Why did that happen?*]

**[THIRD PARAGRAPH]** [*Offer proof, statistics, number of downloads, number of customers, size of audience, etc., that show how your product/service is solving an unsolved problem that affects a wide audience. If possible, describe how your solution is different from the competition.*]

**[FOURTH PARAGRAPH]** [*Insert quotable statements from your company’s CEO, key executives at the company, or other leaders to provide legitimacy to the newsworthy event.*]

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

For more information, please contact [Name of Contact] at [Phone Number] or [Email Address].[Insert any other relevant call to action here].

Warm regards,

[SIGNATURE]

Name Here
Your Title

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