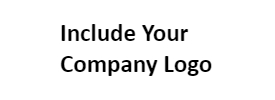
**[COMPANY DEVELOPMENTS]**

**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] |

**[CLICK-WORTHY HEADLINE STATING COMPANY NEWS] (70 Characters)**

*[SUBHEAD: Short phrase about what it means for the company]*

**[CITY, STATE, AND DATE] — [INTRO PARAGRAPH]** [Name of Business/Individual] has [*restate the relevant company news event. Perhaps someone was appointed to CEO, an important person is leaving the firm, or a vital merger is taking place*]. The [Business Development] [will happen/happened] on [Date].

**[SECOND PARAGRAPH]** [*Give additional information. Briefly discuss why the news is so important for the company and especially why it’s of interest for the public at large*]. *Make sure you answer the following (as appropriate) regarding the development: Who? What? Where? When? Why? How?* *Add calls to action and links.* Split this paragraph into two or three or four paragraphs, if necessary, to cover the development in detail, but only give the most essential and relevant facts. No fluff!]

**[THIRD PARAGRAPH]** [*Insert quotable statements from the person who the development concerns, from the company’s CEO, key executives, famous people, or other leaders to give legitimacy to the development.*]

**[BIOGRAPHICAL INFO]** [Provide a brief biographical paragraph about the person or business the development concerns. If it’s a company merger, put the new company’s bio/description. If it’s a new hire, new CEO or new appointment, insert the person’s bio].

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

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