PRGN

THE WORLD'S LOCAL AGENCY

[Insert organization's logo]

Media Contact:
Name of contact
Organization or business
Email for contact
Phone number for contact

FOR IMMEDIATE RELEASE

Headline Should Include a Compelling Summary of Main Information Found in Press Release

Subhead expands on main point identified in headline, typically in one sentence or phrase

NAME OF CITY (Month. Day, Year) – The lead should describe the most important information included in the press release, such as the who, what, when, where and why of the announcement. Typically this is one to two sentences long.

"Include a quote from an executive within the organization or the subject of the press release," said Name of Speaker, title of speaker.

The rest of the information should be included in the subsequent paragraphs in descending order from the most important information to the least.

[Insert picture if applicable]

Include a brief caption naming the subject(s) of the photo and any attributions.

Social Media Posts:

- **Facebook post:** Include a short status update about the release for anyone would use to repost news about the announcement you are making.

- **Tweet:** Include 140 character phrase about the release with a Bit.ly link to the release post

Include a Boiler Plate here – this is the background information and facts about your company – here is our example from PRGN:

About Public Relations Global Network (PRGN)
Clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in markets around the world. PRGN is one of the world's largest international public relations networks measured by revenue. PRGN harnesses the resources of independent public relations firms in 54 locations and more than 1,000 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at www.prgn.com or on twitter at @PRGN.

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