

Your company letter head / corporate colour here

YOUR LOGO HERE

FOR IMMEDIATE RELEASE

Insert this, at the top left of page in uppercase, if you want your news to go out as soon as possible. However, if you are releasing the news but want to stay out of publication until a certain date/time, replace 'FOR IMMEDIATE RELEASE with 'EMBARGOED UNTIL [date].

Only use 1 font type

This Is Your Headline, Make it Brief, Eye-Catching and Factual

Introduce a snappy sub headline, ideally in a catchy or “tweetable” style. Although not essential, a sub headline can serve as an extension of your headline and allows you to include more searchable keywords.

[LOCATION], [DATE] – The dateline is always the starting point of your first body paragraph, written in bold. Following the dateline, your first sentence and paragraph should be leading with the news value, summarising the crux of what you wish to convey. Avoid buzzwords, jargon or overcomplicating the announcement. Bear in mind “the five Ws” of journalism – who, what, when, where, why. As such, do lead with the most important details, and the broader details of the story in subsequent paragraphs.

Your second paragraph is the best place to elaborate on the key information presented in the first paragraph. Introduce your product, platform, or service's unique selling point. Explain what it is and how it adds value to users. If necessary:

- You can always follow this paragraph with bullet points
- It's a great way to get information across
- And it's easily digestible

Insert image here

“Add a quote here”

“Drive your message further with a key member of your founding team,” says Company Person, CEO and co-founder of Company Name. “Talk about your mission, why you are excited, and why this announcement is so significant. Don't make it too long, and you can end the quote by talking about the future of your start-up.”

Your fourth paragraph should provide additional relevant information such as market trends, industry statistics, from trustworthy sources to bolster the quote from your executive. Established Research Firm reported that press releases are 83% more engaging and effective, if strong, relevant and newsworthy data is used appropriately.

Next, further outline the value it provides to your customers in relation to the data presented above. If you already have traction, famous clients, or success, you can also include this here.

Use social proof where applicable – you’re trusted by millions of users, led by a former Google exec, one of the Forbes Asia 100 to Watch companies - this will help strengthen the press release.

“Wrap up with a nice quote from a customer or partner that validates your announcement and increases credibility of your brand. Make sure it is snappy and fluent, or it will look contrived to the press. Good quotes can really set a press release off,” says Partner Name, Managing Director of Partner Company.

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(Inserting three hash marks under the closing paragraph will signal the end of your announcement)

Additional notes:

- Your press release should be about 400-500 words long
- Do include images/headshots (with captions) of your product / solution / event / team if appropriate.
- Incorporating hyperlinks throughout your press release body paragraphs can contribute to increasing referral traffic, SEO and overall exposure for linked content.
- After the main body, you have an “about” boilerplate of approx. 100 words. Take time to craft this as it can be repurposed for subsequent press releases. You should include a URL link to your company website and media contact details for reporters to get in touch if they have enquiries. Here’s a template you can use:

About XYZ Company:

XYZ was founded in <YEAR> by <FOUNDER>. XYZ seeks to disrupt... <describe your value proposition in 2 sentences>. XYZ is/was an incubatee in SMU Institute of Innovation and Entrepreneurship’s Business Innovations Generator (BIG).

For Media Enquiries:

Name: Company Person
Email: XYZ@COMPANY.COM
Phone: +65 1234 5678

Press release template adapted from Hubbub Labs and LEWIS.

To view more curated marketing and PR resources, visit:

<https://iie.smu.edu.sg/incubatee-portal#resources/supplementary-information>