

10

REAL WORLD

PRESS RELEASE EXAMPLES



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10 REAL WORLD PRESS RELEASE EXAMPLES

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A very brief introduction...

This ebook forms part of our [Startup Press Release Toolkit](#).

If you haven't already read our [Ultimate Startup Press Release Guide](#) then we strongly recommend you have a quick browse, before reading this ebook. It tells you everything you need to know about writing, pitching and sending out a press release, and only takes 10 minutes to read.

Here we've collected real world examples of the 10 most common types of press releases. All of them were written by our PR writers, on behalf of our clients.

Here's the complete list:

- Company Launch
- Funding Announcement
- New Product/Service/Territory Launch
- New or Renewed Partnership
- Research Findings
- New Hire
- Award Win
- Industry First
- Upcoming Event
- Milestone



A quick bit of context...

To get you started, here's a handy infographic, showing the layout of a model press release.



HOW TO STRUCTURE A PRESS RELEASE

1. **Headline** - Make it an enticing summary of your story. Two lines max.
2. **Subheading** - Provide an eye-catching detail of the story, to add intrigue
3. **Date and location** - Include the date and location at the start of the first paragraph
4. **1st paragraph** - Summarise your company and your announcement: who, what, when, where and why.
5. **2nd paragraph** - Expand the detail, explain exactly what your company does, provide more detail on the announcement.
6. **3rd-4th paragraphs** - Why is it important, what's the need for it, what does it solve? Support with data and sources.
7. **5th paragraph** - Insert a quote, providing the company's perspective on the announcement.
8. **Boilerplate** - Place your company's 'about us' paragraph here, such as your website blurb.
9. **Contact details** - Provide the contact details of the person who manages press queries.



Of course, the exact layout and content of a press release will differ from one to the next, depending on what it is that you're announcing. The following examples will walk you through this.

10 REAL WORLD PRESS RELEASE EXAMPLES

Company Launch Press Release Example





1 LOGO

2 **VoxSnap Announces The Launch of Its Platform to Transform Text to Human Voice and a Library to Listen to Audio Blogs**

[VoxSnap](#) is a startup transforming written text into an audible treat for consumers and businesses

3

4 **Sunnyvale, California / February 20, 2018** - [VoxSnap](#) today announces the launch of its new platform to transform text to human voice. VoxSnap works with professional narrators to help companies transform their written content into high quality voice content, and engage their audiences in a whole new way. VoxSnap also offers an extensive audio library for consumers -- giving listeners a convenient mode of enjoying great content on the go.

5 With VoxSnap, companies can transform any written text -- things like white papers or blog posts -- into high quality audio content. The audio can be embedded into blog posts, used as podcasts, with Amazon Alexa, or distributed through any other voice channel. Listeners can access the informational content on topics such as technology, business, finance, marketing, health, and self improvement, within [VoxSnap's own online library](#). The library is accessible on web, mobile, and Amazon Alexa.

By adding an audio player into embedded posts, VoxSnap helps brands intelligently collect user engagement data. VoxSnap then produces engagement reports to help companies optimize their content marketing ROI, while obtaining a deeper understanding of customer acquisition costs.

6 "We want to make it easier for bloggers and companies to bring content to life with voice, reach relevant audiences, maximize distribution, and collect valuable engagement data. With so much going on in our lives, reading can be difficult to fit into our busy schedules. By transforming more content into audio we hope to make information more accessible and consumable in our modern lives," said [Helena Ronis](#), Co-founder and CEO.

7 In recent years podcasts have skyrocketed in popularity. There are [67 million](#) listeners in the US alone, and that number is expected to reach 112 million by 2021. For brands, this has come as a new opportunity to reach consumers, and even described as the "holy grail" for advertisers, with podcast advertising revenues [expected to almost triple](#) from \$237 million in 2017 to \$642 million by 2021. VoxSnap is in a perfect position to facilitate this rise of audio content, and help brands provide interesting, educational content to consumers.

8 "We want to provide quality educational content for listeners to stay ahead in their industry and improve well-being. Thanks to our unique offering, we hope that VoxSnap will become a market leader in a world where voice and audio content is more popular and in demand than ever before. Our ultimate goal is to help companies reach more consumers while simultaneously providing enjoyable, educational content for everyone," said Ronis.

ABOUT

9 [VoxSnap](#) is a voice platform, on a mission to transform text to quality voice by using a mixture of human voice and AI, for the new era of audio content and voice interactions. We give your stories a human voice that seamlessly integrates into your posts. The platform includes voice narrations, hosting, analytics, and distribution in audio libraries.

CONTACT

Name, Phone, Email



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline for a press release announcing a company launch, should focus on two things: the who and the what: "*VoxSnap (who) Announces The Launch of Its Platform to Transform Text to Human Voice and a Library to Listen to Audio Blogs (what)*".

[3] The subheading should provide an enticing piece of information, to encourage the reader to keep reading. In this example, it explains what the company does and the benefit of the service.

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: "*VoxSnap today...*", followed by the what: "*announces the launch of its new platform to transform text to human voice.*", and finishes with the why: "*to help companies transform their written content into high quality voice content, and engage their audiences in a whole new way.*"

[5] Here comes the detail.

These two paragraphs explain in more detail the services provided by the company, from the perspective of both companies offering the service and end customers using the service. It's important to provide a broad overview of the company's services when announcing a launch.

[6] Here's the quote from the CEO. This serves to reinforce the overall narrative of the press release, by emphasizing the benefits of the services offered by the company.

[7] Social proof is presented in this paragraph (hyperlinked to sources), to support the overall narrative: "...described as the *"[holy grail](#)"* for advertisers, with podcast advertising revenues *[expected to almost triple](#)* from \$237 million in 2017 to \$642 million by 2021". It's then explained how this company is perfectly placed to take advantage of this demand.

[8] A second quote is then provided, to add more weight to the narrative, by explaining the overall goal of the company.

[9] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

Funding Announcement Press Release Example





1 LOGO

2 **Liongard Raises \$1.25M In Seed Funding To Bring Unparalleled Automation to the IT Managed Service Provider Industry**3 *Liongard enables MSPs to drive profitability, overcome talent shortages, and avoid cybersecurity disasters.*4 **Houston, TX, June XX 2018** - [Liongard](#) today announces that it has closed a \$1.25M seed funding round, exceeding its goal of \$1M. They empower their customers, IT managed service providers (MSPs), with advanced automation to protect business environments of all sizes. The funding enables Liongard to expand their market reach and bring unparalleled automation to IT operations teams who manage technology at scale. Joe Alapat, Liongard's CEO states that, "Liongard's goal is to enable unified visibility and automation for MSPs to manage modern IT environments that span from on-premise to the cloud. This investment lets us continue on our mission to build rich integrations to the systems and platforms that our customers manage and use."5 Founded in 2015, Liongard has solved the problem of unifying and maintaining system documentation for MSPs, who typically update system configuration details manually. The company's product, [Roar](#), addresses the [significant lack of visibility](#) that currently [plagues](#) IT service providers. It's progress and impact attracted industry veterans to lead a funding round. Most notably, [Richard Yoo](#), founder and former CEO of [Rackspace](#), and [Jared Slosberg](#) founder of [ProfitFuel](#) (now Yodle). Other investors include Station Houston Ventures, the venture arm of [Station Houston](#), [Gestalt Cybersecurity](#), as well as members of the [Houston Angel Network](#), [TiE Houston](#), [UH Cougar Venture Fund](#), and private angels.

Roar delivers deep, accurate, and up-to-date documentation of IT asset details and metrics, including users, privileges, rules, expirations, and system-specific settings across cloud services, network devices, and on-premise targets. By continuously collecting the configuration data, Roar's automation eliminates stale documentation, human errors, unnecessary manual logins and escalations between staff. Roar provides visibility into the settings and controls that MSP teams need to know in order to manage and protect their customers.

6 "It's exciting to hear first-hand how customers are realizing the benefits of Liongard's platform. This is why the Liongard team has seen its customers rapidly deploy Roar across all of their end customers," said Station Houston Ventures General Partner [John Reale](#). "We continue to be excited to partner with Liongard and look forward to supporting Joe, Vincent and the team as they change the game for how IT gets managed at scale."7 "Managing systems across hundreds of customers and countless systems requires accurate and real-time information. Liongard's platform addresses this head on, and makes Roar a critical component of any IT service providers' toolbox," said investor and Rackspace founder Richard Yoo. Investor [Jared Slosberg](#) added, "In order to make progress, you need to start with a thorough understanding of your current state. Before Liongard, IT organizations simply had no good way of doing so."



- 8 The Company has partnered with [ConnectWise](#) and is a certified and supported integration. Liongard has focused their messaging toward top performers in the channel via MSP peer groups. The data Roar collects can be pushed directly into existing documentation platforms like ConnectWise Manage, which MSPs use to efficiently handle incidents and tickets.

Liongard’s message has strongly resonated across the MSP community, resulting in engagements with leading MSPs across the nation. Matt Clines, President of ERGOS Technologies, said, “We think this may be the most impactful addition to our solution stack, as it will fill nearly all of the gaps between our ConnectWise ticket management, monitoring platforms, and documentation system.”

- 9 “We’re excited to bring Roar’s advanced automation to MSPs that are on the front lines of managing and securing IT for their customers,” said [Joe Alapat](#), Liongard’s CEO. “For years, IT operations, including MSPs, have been manually documenting their customer IT assets. Many have the best intentions and are successfully brute forcing the work, but most are falling behind at a rapid pace with the proliferation of modern IT,” said Liongard COO, [Vincent Tran](#).

- 10 **About Liongard**
[Liongard’s](#) mission is to enable relentless insight through automation. The company was founded by two former MSP owners, Joe Alapat and Vincent Tran, who operated and sold their prior organization and set out to empower other MSPs to protect customer IT environments at scale. Roar, their flagship platform, offers IT professionals the automation required to manage into the rapidly changing modern IT stack: cloud services, network, and on-premise systems. The platform integrates with existing documentation platforms (CMDBs) to capture and update configuration details that are usually maintained manually. Roar enables system discovery, documentation, change notification, and actionable alerting of misconfigurations.

About the Investors

Station Houston Ventures is an early-stage venture investor in tech-enabled startups. Launched in 2017, Liongard is their third investment after previously investing in Graylog and Ambyint. [TiE](#) is a global entrepreneurship venture founded in Silicon Valley with over 60 chapters in 17 countries focused on mentoring, networking, funding and incubation - to enable the next generation of entrepreneurs. Individual angel investors, members of the [Houston Angel Network](#) (HAN), and advisors include founders and former C-Level executives from Rackspace, ProfitFuel, NutshellMail, Bindview, and Insperity. [The University of Houston Cougar Fund](#), a multi-million dollar private investment fund managed by MBA and MS Finance candidates, analyzed and participated in the seed round.

- 11 **CONTACT**
Name, Phone, Email



Here's why we laid this out like we did

This press release is two pages long, which is longer than usual (around one page is considered the optimal length). The reason for this is that there are a number of parties involved in the press release, which necessitated a large number of quotes and explanations.

[1] Always insert the company logo within the document header

[2] The headline begins by stating that Liongard has raised \$1.25M in funding. The headline then explains at a very high level what the money will be used for: *"... To Bring Unparalleled Automation to the IT Managed Service Provider Industry"*

You should always lead with the company name, then the amount, followed by what it's going to be used for. This immediately grounds the announcement in the key facts.

[3] The subheading has been used here to summarise what the company does and the services it provides. This is a tactic used in press releases issued by startups, as most readers won't be familiar with the company.

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the what, by clearly stating that *"Liongard closed a \$1.25 seed funding round"*, and then goes on to answer the who: *"They empower their customers, IT managed service providers (MSPs), with advanced automation to protect business environments of all sizes."*

And then it answers the most important question for this type of announcement, the why: *"The funding enables Liongard to expand their market reach and bring unparalleled automation to IT operations teams who manage technology at scale."*

A quote from the company is also in this first paragraph. This is optional, you can save it for later, or include a small quote here if you feel your opener needs a bit more depth.

[5] Here comes the detail.

This starts by providing a bit of history and further details on Liongard and their products. The funding has already been explained, so readers now need context about the company.

The angle of the press release now comes in here, where it's explained that the company has solved a problem within the industry: *"Liongard has solved the problem of unifying and maintaining system documentation for MSPs"*



And to support the angle of the piece, hyperlinks are provided to industry sources that support this narrative. “The company’s product, [Roar](#), addresses the [significant lack of visibility](#) that currently [plagues](#) IT service providers.”

We then have social proof, where the background and experience of the investors is explained; “Most notably, [Richard Yoo](#), founder and former CEO of [Rackspace](#), and [Jared Slosberg](#) founder of [ProfitFuel](#)”

The following paragraph then provides a succinct overview of the product and its benefits. Importantly, this doesn’t overdo it with superlatives, as you need to keep the language subtle.

[6] Here we have a quote from one of the investors, to provide their perspective on the news. This makes the press release more rounded (i.e. we’re not just hearing the company’s perspective on this), and further strengthens the social proof.

[7] As this announcement involves a number of stakeholders (Liongard and all their investors), another quote paragraph has been included here to show alternating perspectives.

[8] These two paragraphs provide some insight on Liongard’s target market and supports this with a quote from an authoritative source within this industry.

[9] To close the announcement, there are two quotes from company’s founders, elaborating on what they seek to achieve with the money and what the future looks like for Liongard.

[10] The boilerplate copy always closes a press release. In this example, there is section about Liongard and a section explaining who all the featured investors are. You can often copy-and-paste this information from the relevant websites, to save time. Just make sure it doesn’t contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

New Product/Service/Territory Announcement Press Release Example





1 LOGO

2 John Snow Labs Launches First White Label Data Science Platform To Help Businesses Build Scalable, Cost-Effective AI Solutions

John Snow Labs' enterprise-grade platform helps businesses generate new revenue by deploying AI solutions in less than 3 months with turnkey delivery

3

4 **Lewes, Delaware / January 30, 2018** - [John Snow Labs](#), an [award winning](#) global data operations company, today announces the launch of the first-ever fully white label data science platform. The solution is designed to help technology companies, healthcare providers, researchers, governments and non-profit organizations use data to improve human well-being.

5 John Snow Labs' complete enterprise-grade platform provides businesses a cost-effective solution to build, scale, deploy and operate AI products and services in existing on-premise or cloud architectures. [The Data Lab](#) solution provides companies with the full source code and the right to modify and extend it at will, giving them full control of their intellectual property, eliminating licensing costs as they scale, and securely taking them "from zero to production" with live models in less than 3 months. The solution was recently named as a [finalist for the 2017-18 Cloud Awards](#) in the "Best Cloud BI or Analytics Solution" category.

6 John Snow Labs offers the data science platform with three distinct operating options. First, customers can request the deployment of a custom platform which they operate independently after training. Second, customers can sign up for software maintenance and support, which keeps them up to date with the latest cutting-edge data science and big data libraries. Finally, the platform can be fully managed, allowing the customer to focus entirely on building their own models and applications. Customers can switch between these options over time.

7 The Global Data Science Platform Market is growing quickly with a compound annual growth rate (CAGR) of [39.2%](#), with estimates marking the industry value at \$385.2 billion by 2025. As AI becomes increasingly important to business survival and success, we are seeing a surge in the need for this new product category. Business require the ability to build and deploy state of the art models, get to market as fast as possible, and scale quickly across teams, products and customers.

8 "We are very pleased to accelerate companies and teams in navigating the complex challenges of production-grade data science. Integrating and preparing data for analysis, providing high-productivity modeling tools and enabling fast implementation at scale takes a lot of time and effort to get right. With the introduction of our solution, businesses can focus on what they do best, safe in the knowledge that their AI products will deliver as promised," said [Ali Naqvi](#), Data Lab Product Manager at John Snow Labs.



John Snow Labs strongly believes that companies should not trust such critical infrastructure to closed source platforms. Such platforms innovate more slowly, make it cost-prohibitive to scale, and prevent building self-competency over time. By partnering with its customers on their terms, John Snow Labs hopes to accelerate the use of AI and democratize its benefits.

ABOUT

9

[John Snow Labs](#) is a DataOps company, accelerating progress in analytics and data science by taking on the headache of preparing data for analysis, building state of the art models, and operating data platforms. A third of the team have a PhD or MD degree and 75% of us have at least a Master's, coming from multiple disciplines covering data research, data engineering, data science, security and compliance. We are a USA Corporation run as a global virtual team located in 17 countries around the globe. We believe in being great partners, in making our customers wildly successful, and in using [data philanthropy](#) to make the world a better place.

CONTACT

Name, Phone, Email



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline for a press release announcing a new product, service or territory launch should focus on three main things: the who, the what and the why: *"John Snow Labs (who) Launches First White Label Data Science Platform (what) To Help Businesses Build Scalable, Cost-Effective AI Solutions (why)."*

[3] The subheading provides an enticing detail, to encourage the reader to keep reading. Here it states the revenue and time saving benefits of the new products *"...helps businesses generate new revenue by deploying AI solutions in less than 3 months with turnkey delivery."*

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when. It then answers the who: *"John Snow Labs, an award winning global data operations company..."*, followed by the what: *"Announces the launch of the first-ever fully white label data science platform"*, and finishes with the why: *"The solution is designed to help technology companies, healthcare providers, researchers, governments and non-profit organizations use data to improve human well-being."*

[5] Here comes the detail.

This paragraph starts by providing more detail about the new product along with some of the key benefits: *"John Snow Labs' complete enterprise-grade platform provides businesses a cost-effective solution to build, scale, deploy and operate AI products and services..."*

It then includes some social proof, stating the solution was named an award finalist *"...in the "Best Cloud BI or Analytics Solution" category."*

[6] Here we have some technical information about the new product, bearing in mind this is intended to be read by a technical focused audience: *"John Snow Labs offers the data science platform with three distinct operating options."*

[7] This is where the hook comes in. This section discusses the expanding marketplace and growing demand for this type of product, with hyperlinks to industry sources. This explains why this announcement matters within the industry.

[8] Now we have the quote from a member of the leadership team. The quote should always be used to reinforce the narrative of the overall press release. So decide on the angle first, then craft a quote that supports this. This is exactly the case here, as the quote reinforces all the product benefits that have already been discussed.

[9] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

New Partnership/Renewal of Partnership Press Release Example





1 LOGO

2 **Sygie Becomes First Ever GPS Navigation App to Work with Ford Motor Company**

3 *Sygie, the world's most popular GPS app, has become the first of its kind to partner with Ford Motor Company*

4 **LAS VEGAS, Nev., Jan. 4, 2017** - Sygie is the first GPS app to partner with Ford. With more than 150 million users and worldwide coverage, Sygie's technology is available to iOS and Android smartphone users and its class-leading Sygie Car Navigation app is optimized to work seamlessly with Ford's SYNC[®] 3 vehicle touchscreen.

5 The two companies joined forces to build an AppLink[®] capability between Sygie and SYNC that will allow users to project navigation apps directly from a smartphone to the SYNC 3 vehicle touchscreen. This new capability works to keep eyes on the road and hands on the wheel by projecting the navigation information onto the touchscreen and leveraging voice recognition commands.

6 Sygie CEO Michal Štencl said, "Sygie is committed to exploring the boundaries of navigation, a philosophy that has directly contributed to our enduring reputation as the leader in navigation for connected cars. We look forward to unveiling new cutting-edge premium features and further developments in our global partnership portfolio throughout 2017."

7 When a smartphone is paired to the vehicle via USB cable, control of the Sygie app is removed from the smartphone. The app is automatically projected to the vehicle touchscreen and linked to voice controls, making navigation apps more convenient to manage. The technology aims to reduce a driver's urge to pick up and look at their mobile device.

According to a [2015 study by the Pew Research Center, two-thirds of Americans are now smartphone users](#). Of more than 1,600 smartphone users who participated in the Pew study, 67 percent said they use their smartphones at least occasionally for turn-by-turn navigation while driving. Thirty-one percent said they frequently use navigation apps via their smartphones.

8 Sygie is the first mobile navigation app creator to take advantage of Ford's AppLink capability to move mobile navigation from the phone screen to the in-vehicle touch screen. Available in more than 200 countries and about 40 languages, Sygie technology is optimized to work seamlessly with Ford SYNC 3 – giving drivers more choice in how they navigate. The Sygie Car Navigation app will launch on 2018 Ford vehicles.

9 "With most Americans now using a smartphone, and the majority of those using it for navigation, Ford is proud to introduce this new capability," said Don Butler, executive director, Ford Connected Vehicle and Services. "We expect this option for mobile navigation will help boost safety by keeping drivers' eyes on the road and their hands on the wheel."



10

About Sygic

Founded in Bratislava, Slovakia, in 2004, [Sygic](#) is a Deloitte Fast 50 Company and in 2011 was added to Deloitte's Fast 500 EMEA listing. In 2009, Sygic produced the first ever turn-by-turn navigation app for iPhone. With over 150 million unique users on iOS, Android and Windows, Sygic is the most advanced GPS navigation app in the world.

About Ford Motor Company

[Ford Motor Company](#) is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.

Contact Sygic

Name, Phone, Email:



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline for a press release announcing a new or renewed partnership should name both companies and provide a very high level summary of the what the partnership entails. The company making the announcement should be named first, which in this case is Sygic.

[3] The subheading provides two enticing pieces of detail, to encourage the reader to keep reading: *"...the world's most popular GPS app..."* and *"...the first of its kind to partner with Ford..."*

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: *"Sygic is the first GPS app..."*, followed by the what: *"...to partner with Ford"*, and finishes with the why: *"its class-leading Sygic Car Navigation app is optimized to work seamlessly with Ford's SYNC® 3 vehicle touchscreen"*

[5] Here comes the detail.

This paragraph builds on the above, by providing more details on exactly what the partnership is going to deliver. The hook also comes in here, explaining that the partnership will help improve road safety: *"This new capability works to keep eyes on the road and hands on the wheel..."*

[6] Here we have the first of the two companies' quotes. The quote from Sygic comes first, as it's their press release. The quote builds on the narrative that Sygic are global leaders in GPS navigation and social proof of this is provided here: *"...that has directly contributed to our enduring reputation as the leader in navigation for connected cars."*

[7] In these two paragraphs, a technical explanation is provided. The hook is then reinforced, explaining how this technology aims to improve road safety. Evidence is then provided, to support the narrative of improving road safety, as well as demonstrating the demand for the product.

[8] In this paragraph, details are provided about this technology being the first of its kind to take advantage of Ford's AppLink capability. This fact was mentioned up top, hence why it's being explained here.

[9] Any press release announcing a new or renewed partnership should always contain quotes from both companies. This is the case here, with the second quote in the press release coming from Ford. The quote further supports the narrative of improving road safety.

[10] The boilerplate copy always closes a press release. For this type of press release, also include the boilerplate copy of both companies. You can often copy-and-paste this information from the relevant websites, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

Research Findings Press Release Example





1 LOGO

2 SeniorCare.com Releases Preliminary Results of One of the First Empirical Aging Alone Studies

Study aims to identify the needs of the 28% of people now aged 65 and over who live alone

3

4 **St. Louis, MO, August XX 2018** - [SeniorCare.com](#), an online resource dedicated to informing consumers on the realities and options within the senior care industry, today [publishes the preliminary results](#) of one of the first empirical academic research studies aimed at understanding the needs of older adults who are aging alone with limited support.

5 The study surveyed more than 500 participants who were all aged 55 and older and who self-identify with the term elder orphan, defined as aging alone with limited support. The purpose of the study was to explore the predictors of well-being throughout the life course and the advance care planning needs of this demographic in the US.

6 The preliminary results offer some important insights into the financial, mental and physical health of those aging alone, which will help businesses, healthcare organizations, faith groups and government agencies better understand the specific needs of this demographic. Unsurprisingly the data shows that the needs of this group differ significantly to those that have family and other support networks to lean on, which should act as a wakeup call for the industry.

Everyday in the US as many as 10,000 people turn 65 years of age, with 28% of those in this age group now living alone. And many of those living alone are often considered to be “hidden in plain sight” within our communities, as their situation and needs go unnoticed, which can exacerbate the problems faced by this demographic. Therefore understanding the specific needs of this group is growing ever more important.

7 “After caregiving for my older parents, it occurred to me how hard and demanding elder care is. If it had not been for my sisters and me, our parents would have been hard pressed to remain independent. And I realized I am up a creek without a paddle because I have *no* one to rely on. It’s a big issue for 28% of the 65s and older,” said Aging Alone spokesperson and SeniorCare.com Chief Public Relations Officer [Carol Marak](#). “That’s why through research such as this, SeniorCare.com are helping to inform and educate the industry, so it’s better equipped to manage the needs of this growing demographic.”

8 **About SeniorCare.com**
[SeniorCare.com](#) is an online destination for aging adults that’s dedicated to informing consumers about the realities and options within the senior care industry. We bring together established experts in the senior industry to discuss the pivotal issues the country faces as the demand increases for quality senior living and health care for the growing aging population.

CONTACT

Name, Email, Phone



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline names the company that's released the research "*SeniorCare.com*", what the topic of the research is about "...*Aging Alone...*", as well as including an eye-catching piece of detail "...*one of the first...*"

[3] The subheading sets up the angle of the press release, by stating the large percentage of people now living alone "...*28% of people...*", hence why this research is important.

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: "*SeniorCare.com, an online resource dedicated to...*", followed by the what "...*today publishes the preliminary results of one of the first...*", and finishes with the why: "...*aimed at understanding the needs of older adults who are aging alone with limited support.*"

[5] Here comes the detail.

The second paragraph expands on the detail provided up top. It details the size of the study, who was involved and then provides more details on the purpose of the study.

[6] The press release now talks about the findings of the study in broad terms. The hook is then developed, where it states: "...*the data shows that the needs of this group differ significantly to those that have family and other support networks to lean on, which should act as a wakeup call for the industry.*" This highlights why the findings from this study matter.

Evidence is then provided, to support this narrative and highlight the implications of the findings: "*Everyday in the US as many as 10,000 people turn 65 years of age, with 28% of those in this age group now living alone.*"

[7] A quote is provided from the leadership team, expanding on the narrative developed throughout the press release.

[8] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

New Hire Press Release Example





1 LOGO

2 After leading the most advanced digital society in the world, Taavi Rõivas joins Lympo

Lympo is a sports and health company, targeting the \$3.7 trillion global wellness industry. It offers a platform to reward sports enthusiasts with LYM tokens for completing fitness challenges.

3

4 **Vilnius, Lithuania, August XX 2018 - [Lympo](#)**, a company rewarding sports enthusiasts for completing fitness challenges on its app, today announced that the former Prime Minister of Estonia, [Taavi Rõivas](#), will be joining as the new chairman of the company's Supervisory Board. His appointment will help Lympo share its vision around the world on how blockchain and data can help transform the fitness and healthy lifestyle industry.

5 Lympo aims to encourage healthy living around the world by rewarding people for exercising and leading more active lives. With the help of blockchain technology and fitness gamification, users will be paid through the Lympo app for finishing fitness challenges with LYM tokens, which can be used to purchase sports and wellness products or services, such as sports clothes, sneakers, healthy food or gym memberships.

6 The first version of the Lympo app will be released next month in the 15,000 runners' marathon in Vilnius, Lithuania. It will offer rewards for all runners who have completed marathon events.

After the upcoming soft launch, Lympo will reach the U.S. market by the end of this year with a powerful all-star support team. NBA club Dallas Mavericks owned by the 'Shark Tank' star and investor Mark Cuban and world's number 2 women tennis player Caroline Wozniacki have already signed partnerships with Lympo.

7 Taavi Rõivas, who served as Estonia's Prime Minister between 2014 and 2016 and is now a member of the Estonian parliament, played a pivotal role in establishing the country as one of the [world's most digitally advanced societies](#). By 2015, Estonia had a much-admired e-residency programme, where anyone was able to apply for a transnational, government issued, digital identity which gives full access to Estonia's public e-services. Using secure digital identities, Estonians can access medical records, and even register businesses online, from anywhere in the world.

8 "Lympo's mission is one that I can easily relate to," said Taavi Rõivas. "I ran my first marathon because of a challenge and have been a passionate runner ever since. I have seen many startups and know well that the key to success is to have a great team. Lympo's team is one of the most inspiring, and I am certain that Lympo has huge potential."

"We are thrilled to welcome Taavi Rõivas on board as the chairman of the Supervisory Board of Lympo," said [Ada Jonuse](#), CEO and co-founder of Lympo. "His position as a figurehead in the political and tech world will help share Lympo's vision on how blockchain and data can help transform the fitness and healthy lifestyle industry."



9

About Lympo

Startup [Lympo](#) aims to encourage healthy living around the world by rewarding people for exercising and leading more active lives. With the help of blockchain technology and fitness gamification, users will be paid through the Lympo app with [LYM tokens](#) for finishing fitness challenges, which can be used to purchase sports and wellness products or services, such as sports clothes, sneakers, healthy food or gym memberships.

CONTACT

Name, Phone, Email



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline provides an introduction and some context on who the new hire is, followed by his name and the company he's joining.

[3] The subheading provides a high level explanation of what the company does. It's important to provide this context here if you're a startup with little brand recognition. It also develops a hook for the press release: *"...targeting the \$3.7 trillion global wellness industry."*

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: *"[Lympo](#), a company rewarding sports enthusiasts for completing..."*, followed by the what *"announced that the former Prime Minister of Estonia, [Taavi Rõivas](#), will be joining..."*, and finishes with the why: *"His appointment will help Lympo share its vision around the world on how blockchain and data can help..."*

[5] Here comes the detail.

This paragraph provides a concise overview of what exactly it is that Lympo does, how its products work and what the ultimate aim of the company is: *"Lympo aims to encourage healthy living around the world by rewarding people for exercising and leading more active lives."*

[6] In these two paragraphs, details are provided on the company's planned rollout of its services, along with how this is going to be promoted. This is not directly related to the new hire. However, a press release about a new hire can be used to talk about other relevant company updates, as long as it fits with the overall narrative created around the new hire.

[7] Here we return to the main narrative, explaining why the new hire is such a coup for the company. Social proof is provided, where it's explained that he: *"...played a pivotal role in establishing the country as one of the [world's most digitally advanced societies](#)".* The benefits this brought to the country are then explained.

[8] A new hire press release should always contain a quote from the new hire as well as a quote from the company. It's normal practice to place the new hire quote first (as this is the focus of the press release). Both of the quotes here expand on the narrative and the themes that have been discussed in the piece.

[9] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

Award Win Press Release Example





1 LOGO

2 Academy of Art University Student Transforms Dangerous Community Path, Wins American Society of Landscape Architects Award

Nahal Sohbaty is the second student to win the award from Academy of Art University's Landscape Architecture department in two years after building a safe park for San Francisco residents.

3

4

San Francisco, USA, November 20, 2017 - [The Academy of Art University](#), is proud to announce that Landscape Architecture graduate student Nahal Sohbaty has won an [American Society of Landscape Architects](#) (ASLA) Student Award in the category of Community Design. Sohbaty's MFA thesis, titled "Ridge Lane" which involved redesigning a vacant lot into a safe and pleasant area, competed against graduate and undergraduate projects from around the world to win this prestigious design prize. Sohbaty is now the second Academy landscape architecture student in two years to win an ASLA award.

5

Sohbaty's "Ridge Lane" involved redesigning a public vacant lot that spanned the Ingleside neighborhood in San Francisco. Concerned community members approached the Academy of Art University to help transform the dangerous man-made path into a safe community park. After three years leading the project, Sohbaty was able to redesign the area into a safe, pleasant and green area, which is now heavily used and praised by the community.

Her thesis also received special recognition earlier this year from the California State Senate, California State Assembly, The City and County of San Francisco, and the San Francisco Parks Alliance.

6

"This award is a testament to Nahal's ability to listen to the constituents of her project, work effectively with various governing agencies, and utilize her energetic, creative, and engaging personality for productive and nuanced design work, problem-solving, and graphic presentation," said Dr. Elisa Stephens, President of The Academy of Art University. "Nahal's award also speaks to the true quality of the faculty, and what a student can achieve if they take advantage of the resources available in his or her department."

7

Last year, Eric Arenson [received](#) an ASLA National Honor Award for Bendway Park, which was his proposal to transform large stretches of a scenic Russian River that were dominated by industry into a vibrant post-industrial riverfront.

Both students' achievement demonstrates not just the quality of the department and the students of the Academy, but how architecture students, in tandem with local residents, can have an incredible effect in transforming the future of public spaces and communities.

8

"We hope that Nahal's award is the first of many in her personal career and that students of our great university continue to follow in such ambitious footsteps," added Stephens. "It is students like Nahal and their achievements that make me proud to be the head of the Academy."

For more information on the award, see the [official announcement](#) and watch the Ridge Lane project [video](#).

9

About

Founded in 1929, [The Academy of Art University](#) is the largest private school of art and design in the country. Based in San Francisco, California, the college is dedicated to preparing aspiring professionals in the fields of design, communication and the arts by delivering excellent undergraduate and graduate degrees and certificate and portfolio development programs.

CONTACT

Name, Phone, Email



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline starts with the organisation that has put out the press release “*Academy of Art University...*”, then explains that the award winner is a student at the university, what they did: “*...Transforms Dangerous Community Path...*” and the award they won: “*...Wins American Society of Landscape Architects Award*”

[3] The subheading provides more details on why the student won the award, as well as using this space to explain that this is their second student to win the award.

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: “*[The Academy of Art University](#), is proud to announce that Landscape Architecture graduate student Nahal Sohbaty...*”, followed by the what “*has won an [American Society of Landscape Architects](#) (ASLA) Student Award...*”, and finishes with the why: “*Sohbaty’s MFA thesis, titled “Ridge Lane” which involved redesigning a vacant lot into a safe and pleasant area, competed against graduate and undergraduate projects...*”

[5] Here comes the detail.

These two paragraphs explain exactly what the project that won the award entailed and what the end result has been. There is then some social proof, explaining the other accolades that the work has won: “*...received special recognition earlier this year from the California State Senate, California State Assembly, The City and County of San Francisco, and the San Francisco Parks Alliance.*”

[6] This is a quote from the university. The first part of the quote praises the student and her work and explains exactly why the student won the award. The second part praises the university, for creating an environment where students can thrive.

[7] The press release is further strengthened by providing details of a previous student of the university who won the same award. Any award win press release can be strengthened by including details of previous awards that have been won by the individual or the organisation.

[8] A further quote is provided by the university, to bring the narrative to a close, by wishing the award winner and the other students of the university all best for the future.

[9] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn’t contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

Industry First Press Release Example





1 LOGO

2 Lithuanian Marathon First Ever to Reward Runners with Crypto Tokens

15,000 Vilnius marathon participants will get a chance to use Lympo Run, an app which will reward runners with crypto tokens for running.

3

4 **Vilnius, Lithuania, September 06, 2018** - [Lympo](#), a blockchain company incentivizing healthy habits by rewarding people for completing sports challenges, will launch its early version of the app on September 9, during [Vilnius Marathon](#) in Lithuania – the largest annual marathon in the region. This will enable all marathon participants the opportunity to earn crypto tokens, as a regard for completing the marathon and to encourage exercise.

5 Lympo aims to encourage healthy living around the world by rewarding people for exercising and leading more active lives. With the help of blockchain technology and fitness gamification, users will be paid through the app for completing fitness challenges. The rewards will be issued as LYM crypto tokens which can be used to purchase sports products, such as sports clothes and sneakers on the Lympo marketplace. LYM tokens can also be exchanged for euros or dollars on digital currency exchanges.

Up to 15,000 runners will receive LYM tokens in the app's digital wallet after completing the different races during the Vilniu Marathon, which range from a 200m children's run to a full marathon.

6 "This is the beginning of a great journey for Lympo. Later this year, our app will become available in the US, and we will enter the Chinese market with an app rewarding for squats. I believe that this extra motivation to be healthy will inspire a lot of people around the world," - said [Ada Jonuse](#), Lympo CEO and Co-Founder.

7 [Being overweight affects up to 70% of European adults](#). Incentivizing physical activity would not only address this problem by encouraging a more active lifestyle, but the health and fitness products that LYM tokens buy could help users easier achieve their own personal fitness goals.

Lympo has already closed partnership deals with the sports world elite, including the No. 2 women tennis player in the world Caroline Wozniacki and the NBA club Dallas Mavericks.

8 "It's a winning combination to offer our runners a new way of motivation on their quest to achieve health goals and have Lympo app supporting this year's Danske Bank Vilnius Marathon," said Race Director Darius Mikulis.

9 **About Lympo**
Startup [Lympo](#) aims to encourage healthy living around the world by rewarding people for exercising and leading more active lives. With the help of blockchain technology and fitness gamification, users will be paid through the Lympo app with [LYM tokens](#) for finishing fitness challenges, which can be used to purchase sports and wellness products or services, such as sports clothes, sneakers, healthy food or gym memberships.

CONTACT

Name:

Phone:

Email:



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] The headline names the event and states what the industry first is: “...*First Ever to Reward Runners with Crypto Tokens*”.

[3] The subheading names the company involved and provides more details on the scheme. The company wasn't named in the headline as the event, the Lithuanian Marathon, is a stronger hook.

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: “[Lympo](#), a blockchain company incentivizing healthy habits...”, followed by the what “...will launch its early version of the app on September 9, during [Vilnius Marathon in Lithuania](#)”, and finishes with the why: “...as a regard for completing the marathon and to encourage exercise.”

[5] Here comes the detail.

The first part of this section builds on the narrative of “...encourage[ing] healthy living around the world by rewarding people for exercising...” and then explains exactly how the product will work and what this means for the end user.

[6] This is a quote from the company that issued this press release. It's been used as an opportunity to promote future developments of the service, as well build on the overall narrative of encouraging healthy lifestyles.

[7] In this section, a hyperlink is provided to a data point that supports the need for this product and the overall narrative of the piece. Social proof is then provided, by stating the big names within the sports world that have already partnered with the service.

[8] As another party is involved in this press release, a quote has also been provided from them, to provide their perspective on the announcement.

[9] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

Upcoming Event Press Release Example





1 LOGO

2 **Peru's Largest Venture Capital Event Is Back This September**

- The [Peru Venture Capital Conference](#) connects the nation's budding startup ecosystem with local and international investors, to define the future of the country through technology and innovation.

3

4 **Lima, Peru / August XX, 2018** - The [Peru Venture Capital Conference \(PVCC\)](#), the country's largest entrepreneurial capital event, will hold its second annual conference in September 11th, 2018 at [Lima Convention Center](#). This year's iteration is expected to attract more than 800 attendees, connecting all of the most important players involved in Peru's up-and-coming startup ecosystem with local and international investors.

5 Organized by the [Inter-American Development Bank's Multilateral Investment Fund](#), Peru's state-owned development bank [Cofide](#), the Ministry of Production's [Startup Perú](#), and the [University of Engineering and Technology \(UTEC\)](#), the conference aims to unite the local startup community, attract interest from international investors, and promote knowledge-sharing and best practices. The event will bring together entrepreneurs, incubators, investors, big businesses and the Peruvian government, serving as a platform for entrepreneurs to meet co-founders, investors to find interesting startups, and companies to get involved in the country's startup ecosystem, which is on a "[bid to catch up with its innovative Latam neighbors](#)." The country has also [invested more than US \\$18 million](#) in startups since 2016.

6 Eighteen speakers will present over the course of the one-day event, including some of the best in their field, such as:

- **Brian Wong**, Founder of Kiip: Regarded by the Wall Street Journal and CNBC as the youngest entrepreneur in raising venture capital.
- **Jason Portnoy**, Former VP of Paypal: Manager of Oakhouse Partners and investor in startups such as Facebook, Zipline and Yammer.
- **Alec Andronikov**, entrepreneur and investor: Involved in startups later purchased by Airbnb, Twitter, Soundcloud and Millennial Media.
- **Mark Platshon**, Senior Investment Advisor of BMW i-Ventures, a \$600m venture capital fund of BMW, and one of the early investors of Tesla.

More than 130 investors, 170 corporations and 300 national and international startups participated in the inaugural June 2017 event. This year, it is expected to be even bigger.

7 "For your idea to become a reality you must socialize your idea without fear or inhibition. An idea locked in your head is all but useless, you must get out and share that idea with others who want to hear it before it can ever become something," [said](#) last year's opening keynote speaker Chris Hevly, the founder of MapQuest, which was acquired by AOL for \$1.2 billion.

8 This initiative aims to serve as a platform for the technology that will define the future of Peru, by showcasing all of the impressive innovation that is taking place in the country and creating an open space for networking.



9

“The conference [focuses] on community building, facilitating cooperation between corporates and startups and highlighting the need for further angel investment and venture capital in the country,” explains an article on [The Next Web](#).

For more information, visit the [Peru Venture Capital Conference](#) website or search #pvcc2018.

10

About the company

The Peru Venture Capital Conference is a joint event from the University of Engineering and Technology (UTEC), the Inter-American Development Bank’s Multilateral Investment Fund, Peru’s state-owned development bank Cofide, and the Ministry of Production’s program Startup Perú, together with WeWork, Promperu, IBM, Comunal Coworking, Tekton Labs, Rebaza Alcazar y De las Casas, Wayra, Montezuma y Porto, Swiss Confederation and Swisscontact’s program Swiss EP, Endeavor and Xertica.

Contact

Name, Phone, Email



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] As this press release is announcing an upcoming event, the headline provides the what, when and where. This space has also been used to advertise the fact it's the largest event of its type.

[3] The subheading is used to name the event and provide some enticing details, to encourage readers to continue reading: *"...to define the future of the country..."*

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: *"The [Peru Venture Capital Conference \(PVCC\)](#), the country's largest entrepreneurial capital event..."*, followed by the what *"...will hold its second annual conference in September 11th, 2018 at [Lima Convention Center](#)"*, and finishes with the why: *"...connecting all of the most important players involved in Peru's up-and-coming startup ecosystem with local and international investors."*

[5] Here comes the detail.

All the event organisers are named here and the purpose of the event is elaborated on. Hyperlinks to data points are also provided, which build on the narrative of Peru's burgeoning startup scene and how this event serves to bolster this: *"...is on a ["bid to catch up with its innovative Latam neighbors."](#) The country has also [invested more than US \\$18 million in startups since 2016.](#)"*

[6] This section provides specific details on who some of the speakers will be. This also functions as social proof, by highlighting the experience and backgrounds of these speakers.

Any press release announcing an event should contain specific details about what is happening/who is attending the event.

[7] Here's the first quote, which was taken from the keynote speech from the previous year's event. This supports the narrative of the press release: *"...you must get out and share that idea with others..."* as well as providing further social proof: *"Said...the founder of MapQuest, which was acquired by AOL for \$1.2 billion."*

[8] This is a brief paragraph that further reinforces the narrative of the press release: *"This initiative aims to serve as a platform for the technology that will define the future of Peru..."*

[9] Further social proof is provided by an additional quote from a third party publication, reinforcing again the importance of this event.

[10] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant website, to save time. Just make sure it doesn't contradict anything in the press release.

10 REAL WORLD PRESS RELEASE EXAMPLES

Milestone Press Release Example





1 LOGO

2 Women's clothing boutique Morning Lavender named as one of America's fastest growing companies

The female-led retail and online clothing company lands at #149 on the 2018 Inc. 5000 list

3

4 **Tustin, CA, August XX, 2018** - [Morning Lavender](#), a women's retail and online clothing boutique based in Tustin, California, has made the prestigious [2018 Inc. 5000 list](#) of America's fastest growing private companies. The company has been named as one of the top performers at [#149](#), following significant and impressive growth over the last few years.

5 Founded in 2014 by fashion blogger [Kim Le Pham](#), Morning Lavender is a fashion retailer that combines two stores in California with an expansive online boutique. Their store concepts have taken a departure from traditional fashion retailing, integrating cafes into their premises to create beautiful and welcoming environments that encourage their customers to do much more than just shopping. This unconventional approach to multi-channel retailing has helped Morning Lavender to quickly become a trendsetter within the industry

Since being founded, the company has grown significantly within the competitive world of women's fashion retailing, which is reported at an impressive 2,836% over the last three years. This growth is down to the leadership and passion of Kim Le and her female-led team, plus the support of their ever growing customer base.

6 "It's a tremendous honor for us to be included amidst such talented, successful businesses and entrepreneurs" says Morning Lavender CEO Kim Le Pham. "We're very humbled and still hyper-focused on delivering amazing experiences and clothes to our customers. Our goal is to now expand our cafe/retail concept into more markets, so even more people can be inspired by our pretty pieces and welcoming spaces."

7 The Inc. 5000 list, compiled each year by Inc. Magazine, is seen as one of the most important barometers of the fastest growing private businesses in America. Rather than just focusing on top-line revenue, it takes into account growth rate over a three year period. By making the list, Morning Lavender is placed in good company, as many former honorees have gone on to become business icons and household names, including Microsoft, Timberland and GoPro.

8 About Morning Lavender

[Morning Lavender](#) is a women's clothing boutique based in Tustin, CA, featuring two brick-and-mortar stores and an ecommerce website. Founded by Kim Le Pham in 2014, Morning Lavender is on a mission to inspire customers with all things pretty. All their pieces are personally curated for the everyday woman - ensuring their collections are classic, affordable and feminine. By doing the searching and styling for you, Morning Lavender helps make your day easier and prettier.



About Inc. Magazine and the Inc. 5000 list

Founded in 1979, [Inc.](#) is an American weekly magazine focusing on small businesses and startups. The magazine publishes annual lists of the 500 and 5000 fastest-growing privately held small companies in the U.S., called the "Inc. 500" and "Inc. 5000". The [Inc. 5000 list](#) was first published in 1982.

CONTACT

Name:

Phone:

Email:



Here's why we laid this out like we did

[1] Always insert the company logo within the document header

[2] A description of the company is provided in the headline, as it's a startup with lower brand recognition, along with the milestone.

[3] The subheading explains exactly what the milestone is, as well as serving to develop the narrative, which in this case is: "...*female-led*..."

[4] This paragraph always has to answer Who, What, When, Where, Why.

It kicks off with the location and date of the announcement; the where and the when.

It then answers the who: "*[Morning Lavender](#), a women's retail and online clothing boutique...*", followed by the what "*...has made the prestigious [2018 Inc. 5000 list](#) of America's fastest growing private companies...*", and finishes with the why: "*...following significant and impressive growth over the last few years.*"

[5] Here comes the detail.

A detailed description of the company is provided here, along with an explanation of what makes this company different to its competitors: "*Their store concepts have taken a departure from traditional fashion retailing...*"

The level of the growth the company has achieved is then stated. The hook is then developed "*...down to the leadership and passion of Kim Le and her female-led team...*"

[6] Here we have a quote from the CEO which addresses the milestone: "*It's a tremendous honor for us to be included amidst such talented, successful businesses and entrepreneurs*". It then provides some details on the company's goals for the future.

[7] This paragraph builds on the narrative and provides social proof of the significance of the milestone and why it matters: "*...seen as one of the most important barometers of the fastest growing private businesses in America...*" and "*...former honorees have gone on to become business icons and households names, including Microsoft, Timberland and GoPro.*"

[8] The boilerplate copy always closes a press release. You can often copy-and-paste this information from the relevant websites, to save time. Just make sure it doesn't contradict anything in the press release. As two entities are being referenced in this press release, boilerplate copy is provided for both.



Conclusion

Pitching to journalists can seem daunting at first. They're known for having limited time and even more limited patience. So it's hardly surprising that journalists can get a bit snarky when it comes to PR, if approached in the wrong way.

By using these examples coupled with our Ultimate Startup Press Release Guide, you're sure to stay on their good side. This is something that will massively increase your chances of media coverage.



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ASSESSMENT

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10 REAL WORLD

PRESS RELEASE EXAMPLES

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