This press release template is offered courtesy of [Yellow Bird Marketing and Communications](http://www.yellowbirdcomms.co.uk/). For more tips, see our guide to [Getting Your Stories in The Press](https://www.slideshare.net/RebeccaErskine/getting-your-stories-in-the-press-236956725/RebeccaErskine/getting-your-stories-in-the-press-236956725).

**How to use this template**

Enter details about your story in the green sections below. Yellow sections provide useful tips.

\*\* Don’t forget to remove this box, the yellow sections and the green highlights before saving your final version \*\*

Press Release

 Copy and paste your logo here

Enter date here

Enter headline here

* No more than 6 – 8 words
* Make it punchy to spark interest

Enter first paragraph here

* Short and to the point describing the key elements of the story
* Cover in brief (in the order of importance to your story):
- WHO are you and who will benefit from your news?
- WHAT’s new?
- WHEN did it/ will it take place?
- WHERE is it taking place and where does it impact?
- WHY should people be interested in this news?
- HOW will it be delivered?

Second and third paragraphs

* Cover the story in detail (in the order of importance to your story): WHO, WHAT, WHEN, WHERE, WHY and HOW?
* Include relevant quotes providing further insight

-ENDS-

Photo

Include a high-res supporting image. If people are included, list who they are left to right.

Obtain the written permission of anyone featured (or from a parent or guardian if the image features a child under the age of 18).

Notes to Editor

Useful info but not needed for the story:

* Boilerplate on the company
* Details of press contact within your organisation: name, job title, direct line and email address