

**[UNVEILING/LAUNCH DATE]
PRESS RELEASE**

Include Your Company Logo

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]

[BUSINESS NAME/INDIVIDUAL NAME] IS EXCITED TO [LAUNCH/UNVEIL] [NAME OF PRODUCT/SERVICE/PLAN/BOOK/ /ART/TECH/THING BEING LAUNCHED] (70 Characters)

[Insert Catch-Phrase for Launch]

[CITY, STATE, DATE] — [INTRO PARAGRAPH] [Name of Business/Individual] is proud to [Launch/Unveil] [Name of Thing to Be Launched] on [Date of Launch/Unveiling]. [Describe the thing to be launched in one or two sentences. Highlight the most exciting and interesting aspects and other relevant details].

[SECOND PARAGRAPH] *[Give additional information about the thing to be launched using all the Five W's of Journalism that apply: Who? What? Where? When? Why? How? Add calls to action and links.]*

[THIRD PARAGRAPH] *[If more details will help the media write a story about the pitch, include them here. Consider the most compelling information related to proof, statistics, expected number of purchases/downloads/views, number of customers, size of audience, etc. Try to show how the thing to be launched will solve an unsolved problem that affects a wide audience, or how it will capture the interest of many people. Show how it's different, unique, shocking, rare, futuristic, or new. Add calls to action and links.]*

[FOURTH PARAGRAPH] *[Insert quotable statements from the company's CEO, key executives, famous people, those in charge of the launch, or other leaders to provide legitimacy to the newsworthy event.]*

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

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