

How to Write a Great Press Release: A Sample Press Release Template

What is a press release?

A press release is pseudo-news story, written in third person, that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product.

Today with the advent of social media, using the press release format when posting information on social media can give an added level of professionalism to posts and the person, event or product referenced in the post.

How is a press release used?

Press releases are often sent alone, by e-mail, fax or snail mail. They can also be part of a full press kit, or may be accompanied by a pitch letter.

Today press releases may be posted directly on websites and social media.

What is the proper press release format?

Here's a sample press release template you can use to format your press release correctly:

Press Release Headline Ideas

- Well Before A Scheduled National Festival**
 - Local Karate Kids Selected For National Competition in <city state of nationals>
 - Local Karate Kids Qualify For National Competition in <city state of nationals>
 - Future Karate Champions Seeking Sponsors For Trip To <city state of nationals>
 - Local Karate Champion Hopefuls Hosting Fund-Raiser
 - Local Karate Kids Sponsor Community Service Event
 - International Multi-cultural Festival in <city state of nationals> Attracts Local Karate Kds
 - International Multi-cultural Festival in Provides Worldview For Local Attendees
- Shortly Before A Scheduled National Festival**
 - Local Karate Kids Headed To <city state of nationals>
 - Local Champion Hopefuls Journey To <city state of nationals>
 - Local Business Sponsors Grand Send Off For Local Karate Kids <date, time, location>
 - Parents & Friends Host National Competitor Send off
- Shortly After A National Festival**
 - Local Karate Kids Bring Home The Gold
 - Local Business Welcomes Champions Home <date, time, location>
 - Parents & Friends Host Homecoming Celebration for Local Karate Kids
 - International Festival Experience Life Changing
 - Local Karate Kids Establish Foreign Relations at International Festival
 - Multi-cultural Experience Broadens Youth Perspectives
 - Multi-cultural Experience Expands Worldview For Local Attendees

[COMPANY LOGO]

Contact: John Smith FOR IMMEDIATE RELEASE
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Cell Phone: 555/555-2222
Email: johnsmith@anywhere.com

MAIN TITLE OF PRESS RELEASE GOES HERE IN ALL UPPER CASE
Subtitle Goes Here in Title Case (Upper and Lower)

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If you'd like more information about this topic, or to schedule an interview with John Smith, please
call Pat Brown at 555/555-2222 or e-mail Pat at pr@theplace4vitamins.com

Local National Champion Hopefuls Headed To Texas Nationals

[YOUR TOWN NAME] – Local Soo Bahk Do® karate student [STUDENT(s) NAME(s)] has/have been invited to compete in the 39th national championships hosted by the United States Soo Bahk Do Moo Duk Kwan Federation® August 10-12, 2017 in Montgomery, Texas on Lake Conroe at the La Toretta Lake Resort and Spa.

Hundreds of competitors from 130 Moo Duk Kwan® certified schools across the country will be competing in demonstrations, sparring, forms, and Regional Team bouts as they seek national titles in almost 200 different divisions. Spectator tickets are available.

Chief Instructor [SCHOOL OWNER NAME] of [YOUR SCHOOL NAME] reports that [STUDENT(s) NAME(s)] are training very diligently in preparation for this exciting event and the opportunity to represent [YOUR TOWN NAME] at the national level. Training sessions take place at [YOUR SCHOOL PHYSICAL ADDRESS] and are open to the public.

The United States Soo Bahk Do Moo Duk Kwan Federation® is a national non-profit membership organization chartered in 1976 and is the sole governing body in the USA for the Moo Duk Kwan® martial arts organization founded by Hwang Kee in 1945 near Seoul, Korea and the only source for legitimate Moo Duk Kwan® rank certification in the USA and each of these local students have earned prestigious rank certification through the Federation.

Readers interested in learning about [sponsor opportunities](#) to support these highly motivated local students with donations to help offset the substantial costs of travel, lodging, entry fees and meals that they incur attending this event may contact [INDIVIDUAL STUDENT NAME] or [SCHOOL OWNER NAME] at 555-123-4567

[SPONSOR NAME] Sponsors Karate Kids To Texas Nationals

[YOUR TOWN NAME] – Local business owner {SPONSOR's NAME} has generously donated [WHATVER IT IS] to help offset travel costs, entry fees, lodging and meal expenses for students of [YOUR SCHOOL NAME] who have been invited to participate in the 39th national championships hosted by the United States Soo Bahk Do Moo Duk Kwan Federation® August 10-12, 2017 in Montgomery, Texas on Lake Conroe at the La Toretta Lake Resort and Spa.

Chief Instructor [SCHOOL OWNER NAME] said this generous donation would help offset the substantial costs that students and parents will incur to travel [XXX HUNDRED MILES] and compete in the Nationals in Texas. Generous sponsors like [SPONSOR NAME] help provide [STUDENT(s) NAME(s)] with an opportunity to showcase their skills at the national level and represent our local community. We are very thankful for their support.

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