Press Release

For Immediate Release (or specified date)

Company Name
123 Main St. Los Angeles, CA 90028
Phone: 310-555-1234
www.companywebsite.com

Something huge happened. What's the big announcement?

Include a subheadline that supports your headline and summarizes your press release. Make sure you clarify the hook to reel in potential journalists. Keep it within one or two sentences.

This is your introductory paragraph, which is the most important part of your statement. You should introduce your release with the who, what, why, where, and how of your new development or launch. Hook your reader with new crucial information they need.

This is where you will dive deeper into your announcement. Keep things simple, short and factual. Do you have a new product or did you acquire a new partner? Go into detail about how this release will affect your company.

> "You should include some quotes from your executives or key
> individuals associated with the announcement. Make sure these quotes
> are professional, informative, and accurate."
> - Person's Name, CEO of Company Name

Wrap up your press release with details explaining pricing, availability, dates, etc. Press releases generally end with three "#" symbols to indicate the end of the release.
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About Your Company
Give an overview of your company. Include background information, founding members, and the mission statement of the company. Any inspirations that your company has? Put that here too. If your company is an extension of another company, you may want to mention something about that as well.

Press Contact
Let the journalists know that they are free to contact your company's public relations coordinator if they need further information.

Name: John Doe
Phone: 310-555-1234
Email: johndoe@company.com
Press Kit: xtensio.com/press
Social Media Handles: Facebook, Twitter, LinkedIn