

**SOCIAL  
INNOVATION  
COMMUNITY**

# **TOOL TEMPLATE: PRESS RELEASE TEMPLATE**

References: LocalVox

## **Modern press releases is simple, informative and actionable!**

Complexity: Medium  
Time required: 60-90 minutes  
Material required: A4 papers, pen

## **What is it for?**

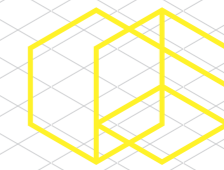
This press release template will provide you with the groundwork for drafting and executing a press release. Modern press releases need to stay simple and to-the-point and should include hyperlinks to appropriate social or website URLs.

## **How to use it?**

Replace the instructional elements with information about your social innovation and follow the template logic to compose the press release. Do your best to keep it under 1 page long.



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**Contact Name**  
**Organization (Agency or Company)**  
**Phone Number**  
**Email**

**FOR IMMEDIATE RELEASE: (DATE)**

**HEADLINE (ONE LINE ONLY)**

Subhead: More Detail As Needed, One Line Only

**City, State:** Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your industry. Don't bury the lead: doing so makes it harder on reporters to find the information they need most, so place it up and front in the first paragraph.

The second paragraph is the best spot for quotes. Leverage quotes to build the importance of your story but also to shape your core messages. Whenever possible, include quotes from customers, partners or your CEO and avoid extreme exaggeration.

Keep the third paragraph on topic and avoid adding fluff. Keep in mind the goal of the release, to provide clear and concise context to your story. Keep in mind

- Releases should be one page, short and sweet and to the point
- Use bullets to break up text
- Use language anyone can understand
- Edit your release backwards to find any mistakes.
- What's your call to action?

**About Your Company:** This is a placeholder for a short, 3-4 sentence description of your company along with a link to your homepage.

The first sentence needs to clearly describe your business in a manner that anyone can comprehend.

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