

PRESS RELEASE

The Main Press Release Headline

Sub Heading

- FOR IMMEDIATE RELEASE -
OR
- EMBARGOED UNTIL **22/11/2012** -

Manchester, United Kingdom, 22nd November 2012,

Introduction

The first paragraph should include a brief yet descriptive introduction to the story covering the Five W's What? Where? Why? When and Who?. Technically it should be able to stand on it's own without further information.

Body

The body is more or less the core of the press release and should be used as an expansion of the introduction with all the core information, Again a more detailed version of the Five W's. You don't want to waffle on with the nitty gritty details, that comes later.

Quotes

Any quotes from relevant persons should be included here. Try to include quotes which are useful. Avoid the usual "we are pleased..." "we are ecstatic..." etc...

Conclusion

Any closing comments or additional information should be inserted here.

Contact

Don't forget to provide contact information such as phone numbers, names and emails so journalists can get in touch if they require additional information. <http://www.pressat.co.uk>

Note to editors

- A basic description of the company issuing the release is always helpful.
- Detailed statistics should go here.
- Anymore additional information as well.

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