PRESS RELEASE TEMPLATE PACK

Standard format, seven different types of announcements, and a checklist



B2PRESS
Online PR Platform

WHAT IS THIS DOCUMENT FOR?

This document gives you the standard press release format as a ready-to-fill template, followed by seven variants by announcement type and a checklist.

Each part of the format answers a question an editor asks before deciding to cover a story, so the order stays the same in every template.

How to use it

1. Replace every [bracket].
2. Delete the lines you do not need.
3. Keep the order.

Before you send, go through the checklist at the end of the document.

Recommended length

Headline	Under 12 words
Subheadline	15 to 25 words, optional
Lead paragraph	35 to 50 words
Body	2 to 4 paragraphs of 2 to 4 sentences each
Quotes	1 or 2 quotes, 1 to 3 sentences each
Boilerplate	50 to 100 words
Media contact	4 or 5 lines
Total	400 to 600 words

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HOW DOES B2PRESS WORK?

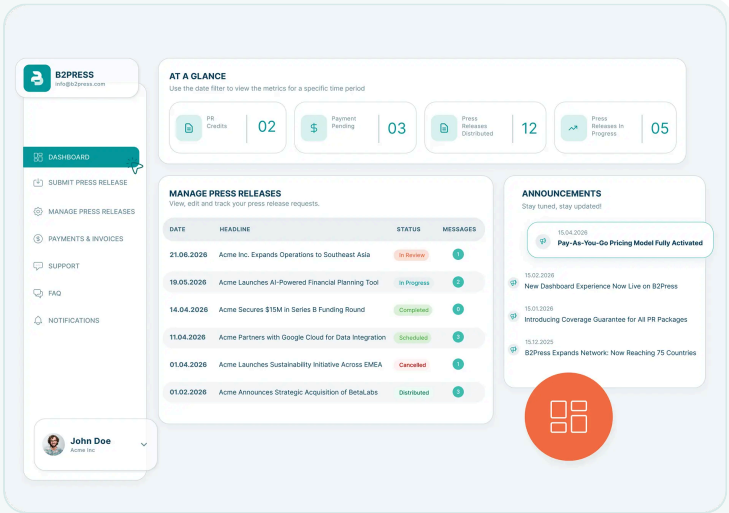
Set up your campaign, upload your press release, complete the editorial review, and proceed to distribution. Payment is requested only after your content has been reviewed.

Guaranteed coverage
Your news is guaranteed to be published

Media reach in 75+ countries
One campaign, 24 languages

AI visibility
Help AI tools describe your brand correctly

Pay as you go
No retainers, pay per release





Set up
Target market and package



Upload
Press release or brief



Distribute
After editorial review



Track
Media coverage report

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PRESS RELEASE TEMPLATE

How to use: replace every [bracket], delete the lines you do not need, keep the order.

		WHAT EACH LINE DOES
1	**FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])	Tells the editor when the news may be published. For an embargo, give the date, the time and the time zone.
2	**Headline:** [one news fact, under 12 words]	One news fact in under 12 words: the company name, an active verb and the fact itself.
3	**Subheadline:** [optional, adds the second fact]	Optional. Carries the second fact, such as a figure or a date, that would make the headline too long.
4	**Dateline:** [CITY, State or Country, Month Day, Year]	The city and date the news comes from; it opens the first paragraph. US style: AUSTIN, Texas, Nov. 6, 2026.
5	**Lead paragraph:** [who, what, when, where, why and how in 35 to 50 words]	If an editor reads only this paragraph, they should be able to write a short news item from it.
6	**Body paragraph 2:** [details and evidence]	Most to least important, so an editor can cut from the bottom without losing the news. Every figure names its source.
7	**Quote:** "[Quote that adds opinion or meaning]," said [Name], [Title] of [Company].	Adds opinion or meaning the facts alone cannot carry. A named person with a title.
8	**Body paragraph 3:** [context, availability, next steps]	Context, availability and next steps.
9	**About** [Company]**:** [boilerplate, 50 to 100 words]	Describes the company in the same words every time: what it does, for whom, where, since when, website. Third person.
10	**Media contact:** [Name, title, business email, phone]	A real person's name, title, business email and phone.

ANNOUNCEMENT TYPE · IV

PRODUCT LAUNCH

IV

Press Release Template: Product Launch

WHAT CHANGES IN THIS TYPE The headline names the product and what it does; the body adds price, availability date and where to buy.

1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])
2. **Headline:** [Company] Launches [Product], [what it does in a few words] CHANGES
3. **Subheadline:** [price, availability date or the main feature]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Company] today launched [Product], a [category] that [main benefit] for [target users]. It is available from [date] in [markets/channels].
6. **Body paragraph 2:** [three key features, each with the problem it solves]
7. **Quote:** "[Why the product matters to its users]," said [Name], [Title] of [Company].
8. **Body paragraph 3:** [price, where to buy, launch event or demo link] CHANGES
9. **About** [Company]**:** [boilerplate, 50 to 100 words]
10. **Media contact:** [Name, title, business email, phone]

FUNDING

Press Release Template: Funding

V

WHAT CHANGES IN THIS TYPE The headline gives the amount, the round and the lead investor; the body adds how the money will be used; a second quote comes from an investor.

1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])
2. **Headline:** [Company] Raises [amount] in [round] Led by [lead investor] CHANGES
3. **Subheadline:** [what the funding will be used for]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Company], a [description], has raised [amount] in a [round] led by [lead investor], with participation from [other investors]. The funding will be used to [main use]. CHANGES
6. **Body paragraph 2:** [traction that can be verified: customers, revenue range, growth, with source] and [plans: hiring, markets, product]
7. **Quote 1:** "[What the funding makes possible]," said [Name], [Title] of [Company].
8. **Quote 2:** "[Why the investor backed the company]," said [Name], [Title] of [Investor]. CHANGES
9. **Body paragraph 3:** [total funding to date, previous rounds, advisers if relevant]
10. **About** [Company]**:** [boilerplate, 50 to 100 words]
11. **Media contact:** [Name, title, business email, phone]

EXECUTIVE APPOINTMENT

VI

Press Release Template: Executive Appointment

WHAT CHANGES IN THIS TYPE The headline gives the name and the new role; the body adds career background; quotes come from the new executive and the CEO.

1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])
2. **Headline:** [Company] Appoints [Name] as [Title] CHANGES
3. **Subheadline:** [the responsibility or the change the role brings]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Company] has appointed [Name] as [Title], effective [date]. [Name] will lead [area] and report to [Name/Title].
6. **Body paragraph 2:** [career background: previous roles, companies, areas of expertise] CHANGES
7. **Quote 1:** "[What the new executive will focus on]," said [Name], [new Title] of [Company]. CHANGES
8. **Quote 2:** "[Why this person, why now]," said [Name], [Title, usually CEO] of [Company]. CHANGES
9. **Body paragraph 3:** [who held the role before, or why the role was created]
10. **About** [Company]**:** [boilerplate, 50 to 100 words]
11. **Media contact:** [Name, title, business email, phone]

ANNOUNCEMENT TYPE · VII

PARTNERSHIP

Press Release Template: Partnership

VII

WHAT CHANGES IN THIS TYPE The headline names both companies; each company gets a quote and its own boilerplate.

1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])
2. **Headline:** [Company A] and [Company B] Partner to [what they will do together] CHANGES
3. **Subheadline:** [who benefits and from when]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Company A] and [Company B] today announced a partnership to [goal]. Under the agreement, [what each side brings], starting [date].
6. **Body paragraph 2:** [scope: markets, products, duration, what customers get]
7. **Quote 1:** "[Why the partnership matters]," said [Name], [Title] of [Company A]. CHANGES
8. **Quote 2:** "[What the partner adds]," said [Name], [Title] of [Company B]. CHANGES
9. **Body paragraph 3:** [next steps or how customers can access the joint offer]
10. **About** [Company A]**:** [boilerplate, 50 to 100 words] CHANGES
11. **About** [Company B]**:** [boilerplate, 50 to 100 words] CHANGES
12. **Media contact:** [Name, title, business email, phone]

ANNOUNCEMENT TYPE · VIII

EVENT

Press Release Template: Event

VIII

WHAT CHANGES IN THIS TYPE The release line is often embargoed; the body adds date, venue, program and a registration link.

1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone]) CHANGES
2. **Headline:** [Organizer] to Host [Event Name] on [date] in [city]
3. **Subheadline:** [theme, keynote speakers or expected attendance]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Organizer] will hold [Event Name], a [type of event] on [topic], on [date] at [venue], [city]. The event brings together [audience]. CHANGES
6. **Body paragraph 2:** [program highlights and confirmed speakers] CHANGES
7. **Quote:** "[Why the event matters now]," said [Name], [Title] of [Organizer].
8. **Body paragraph 3:** [registration link, price, press accreditation deadline] CHANGES
9. **About** [Company]**:** [boilerplate, 50 to 100 words]
10. **Media contact:** [Name, title, business email, phone]

ANNOUNCEMENT TYPE · IX

AWARD

Press Release Template: Award

IX

WHAT CHANGES IN THIS TYPE The headline names the award and the awarding body; the body adds the selection criteria.

1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])
2. **Headline:** [Company] Wins [Award Name] from [Awarding Body] CHANGES
3. **Subheadline:** [category and year]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Company] has won [Award Name] in the [category] category, awarded by [Awarding Body] on [date] in [city].
6. **Body paragraph 2:** [selection criteria, number of entries if published by the organizer, what the jury assessed] CHANGES
7. **Quote:** "[What the award recognizes in the team's work]," said [Name], [Title] of [Company].
8. **Body paragraph 3:** [the work or product that won, with a link]
9. **About** [Company]**:** [boilerplate, 50 to 100 words]
10. **Media contact:** [Name, title, business email, phone]

ANNOUNCEMENT TYPE · X

RESEARCH AND SURVEY RESULTS

X

Press Release Template: Research and Survey Results

WHAT CHANGES IN THIS TYPE The lead gives the main finding; the body adds sample size, method and dates, with a link to the full report.

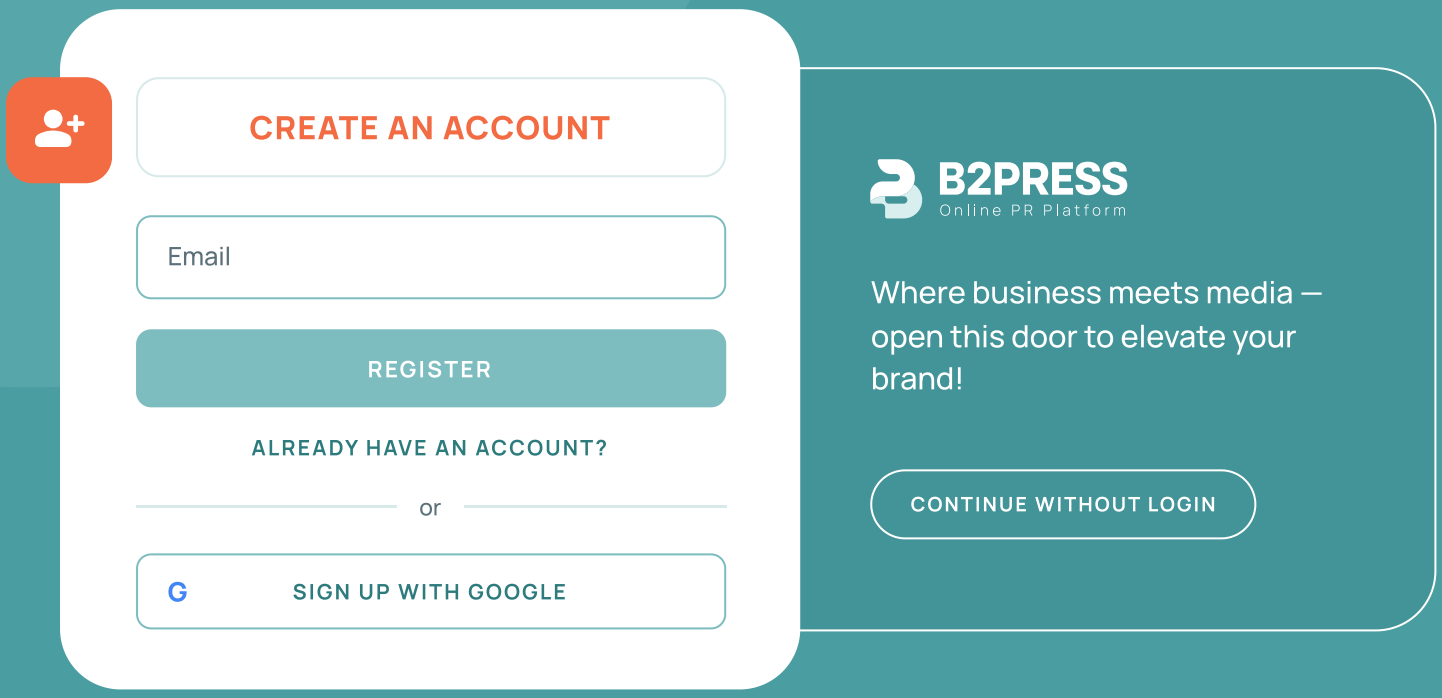
1. **FOR IMMEDIATE RELEASE** (or **EMBARGOED UNTIL** [date, time, time zone])
2. **Headline:** [Main finding in numbers], [Company] [Research/Survey] Finds
3. **Subheadline:** [second finding or the scope of the study]
4. **Dateline:** [CITY, State or Country, Month Day, Year]
5. **Lead paragraph:** [Main finding], according to a [survey/study] of [sample size and group] conducted by [Company] between [dates]. CHANGES
6. **Body paragraph 2:** [two or three further findings, each with its figure]
7. **Quote:** "[What the findings mean for the sector]," said [Name], [Title] of [Company].
8. **Body paragraph 3:** [methodology: sample, method, dates, margin of error if available] and [link to full report] CHANGES
9. **About** [Company]**:** [boilerplate, 50 to 100 words]
10. **Media contact:** [Name, title, business email, phone]

CHECKLIST

Before you send a press release, check that it includes these ten items.

- [ ] 01 One news fact in the headline, stated with an active verb
- [ ] 02 A dateline with the city and the date
- [ ] 03 A lead that answers who, what, when, where, why and how
- [ ] 04 Claims that can be verified, with a source for every figure
- [ ] 05 One strong quote from a named person with a title
- [ ] 06 A boilerplate of 50 to 100 words
- [ ] 07 A media contact with a real name, business email and phone number
- [ ] 08 Links that work: website, product page or full report
- [ ] 09 Media assets such as images or a logo, described in the release or in a press kit
- [ ] 10 A clear release status (immediate or embargoed)

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