**Press Release**

*Headline (100 Characters)*

**Headline**

*Summery (250 Characters)*

**Summery**

*Body (for most sites 300 - 500, for PR Log 500 words/3000 Character's minimum | Min 2 paras ideally 5-8 lines each | max length 8000 Character's doe PR Log)*

*Date line (Release Date & Country no need for online services)*

**Introduction**

*Introduction*

*Para 1 (First Para give basic answers to who, what, when, where, and why)*

*Details (Further explanations, statistics, background, or other details relevant to back up the intro)*

*Para 2 (Put in more details to flesh out the story outlines in the first para)*

*Para 3 (“Quotes from you or someone relevant to the story” Don’t try to cram too many points into one quote – each quote should make one point)*

*Para 4 (Extra relevant information)*

**Content**

*About (Background of the company)*

**Editors Notes**

*Media Contact (Contact Info)*

**Media Contact**