**How to use this template:**

**Edit the highlighted sections to appropriately represent your announcement or event. Sections highlighted in blue should NOT be edited - these are required elements of a press release and removing them will render this template ineffective!**

**To your success,**

**The Alist & Co. Team**

[YOUR LOGO]

**Media Contact:**

Full name, Title

E: youremail@email.com

C: 555-555-5555

**FOR IMMEDIATE RELEASE:**

**[HEADLINE: IN ALL CAPS, WRITE AN ATTENTION-GRABBING STATEMENT. EX: ARTISTNAME RELEASES NEW SINGLE SINGLENAME, DEBUTS AT #1 ON APPLE MUSIC]**

*Sub headline [Optional - You Can Provide Additional Vital Details Here, No More Than One Sentence]*

*[If this is an album, music video, etc announcement, you can include an image here - the image should not exceed 200x200 pixels]*

**CITY, ST. (Month Day, Year)** - [ Being with the “Lede”: in one sentence, describe the who, what, when, where and why of the news you are sharing. This should be the most important high-level details and should capture the reader’s interest by highlighting the most exciting information first.]

[Paragraph two: provide additional details expanding on the who, what, when where and why. Add calls to actions and links to provide more context.]

[Paragraph three: a good rule of thumb is to make the third paragraph of your release a quote from the most important figure involved in your project.]

[Paragraph four: Each time you begin a new thought, you should begin a new paragraph. Include any final general details here - impressive stats, background about your event/project/who you are, etc, and finally a call to action. Press releases should never be written in the first-person, so avoid things like “you can buy tickets at” - instead, say “Tickets can be purchased at…” etc.]

*The hashtags below must be included - they signal the end of the press release.*

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About XXX: This section is called a boilerplate - it is your opportunity to include your “bio” or about info. This should be approximately 5 sentences and can include links to your website or social media with a call to action to “Learn more.”