

## PRESS RELEASE

### For Immediate Release

Kill Date: 07/12/2022

Your Name, Title

Company

(907) 747-5555

yourname@company.com

### YOUR CLEAR AND COMPELLING TITLE

Expand on Your Title With A Subtitle

CITY, January 14, 2022 – Your press release should be written in 3<sup>rd</sup> person. The first sentence is your grabber. You want it to “grab” a reader’s attention while communicating any major points. Your reader may only read this one sentence, so make it count.

Immediately following your grabber, you want to compel readers to continue on with an engaging description or expanded content. This is where you will lay out your essential facts of the release, who, what, when, where and why. Write without using a lot of industry jargon; don’t assume that everyone who’s reading it will know what you’re talking about.

“Add a human element with a supporting statement from you or a credible source,” said John Doe. “This can help to reinforce your press release's major points.”

Your press release is a piece of marketing, and like all marketing materials, it needs a call to action. Send them to your website to learn more. Find more information at [www.company.com](http://www.company.com).

###

Need help with your press release? You don’t have to go it alone! The team at JI Design specializes in media relations to get your brand the visibility it deserves.

JI Design & Marketing

[Visit us online to learn more!](#)