|  |  |  |
| --- | --- | --- |
| Contact: Jeff Stammler  Trey Research  Phone 6765550190  Fax 676 555 0191 | 12345 Main Street  Portland, OR32345  Phone 6765550190  Fax 6765550191 | Trey Research |

Press Release

Trey Research games enhanced with two new additions: The Games Pack and the CD-ROM Games Edition

The Graphic Art Institute recognizes Trey Research with Seal of Approval and Professional Packaging Award; Jointly Sponsors Game Contest

Portland, OR, September 23, 2004: When writing a press release, say *who*, *what*, *where*, *when*, *why* and *how* in the first paragraph, if you can. Study your newspaper and notice how deftly most writers work that type of information into the first paragraph of each article. In addition, it is helpful if you remember the following:

* Know your contact’s name, title, telephone, fax and department.
* Mail or fax your release 10 days in advance of the release date.

# How to Customize This Press Release

To create your own customized version of this template:

1. Insert your company information in the company name, contact, address and release date frames, and change the header text on page2, if the press release extends to another page, to reflect the contents of your story.
2. Choose File Save As. At the bottom of the menu, choose Document Template in the Save File as Type: box (the filename extensions should change from .*doc* to .*dot*).
3. To create a document, choose File New to re-open your template as a document.