Margaret R. Kohut, MSW

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Principal, Rocky Mountain Way Freelance Writing

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**NEW COMPANY PRESS RELEASE TEMPLATE**

FOR IMMEDIATE RELEASE

Contact: Name and Title

Name of Company:

Phone:

Web Site:

E-Mail:

**Title**

Any City, State—November 18, 06--First paragraph **(WHAT)**  Make first two sentence have major impact.

Second paragraph (**WHO)** Who's making the announcement about the new company?

Subsequent paragraphs – Add pertinent details about the new company and why it is newsworthy. Keep the reader interested. Add information about why this new company is important to the reader. What does the new company have that other established companies do not?

Final paragraph – keep to **two** sentences; "for further information call …………..or e-mail. Give web site URL.

# # #

(means end of press release)

**OR** --more--

 (means go to second page)