

# Press Release Templates

Whether launching a new product or managing a crisis, here are 5 templates to get you started!

## How to use the templates:

We've created 5 press release templates to cover common scenarios where a press release is essential. Along with each template, you'll find an example to give you a clear idea of how to approach each situation.

Start by reviewing the examples and identifying the unique elements your organization would contribute in a comparable scenario. Use the example as a foundation, but customize it with your organization's details, ensuring your own tone of voice shines through.

These templates are text-only examples, but we encourage you to leverage multi-media assets such as video, images, infographics, and more to make your release stand out.

**This approach will help you craft a press release that feels authentic and relevant to your brand.**



# Product Launch Press Release [Template]

**ALOGO**

**[FOR IMMEDIATE RELEASE]**

**Headline:**

[Capture attention with a clear, concise headline about your product launch.]

**Subheadline:**

[Provide additional context or details to complement the headline.]

**[City, Country] — [Date]:**

[Begin with a strong opening paragraph that includes the “who, what, when, where, and why.” Explain the significance of your product launch and why it matters to your target audience.]

**Body Paragraphs:**

- [Provide more details about the product’s features, benefits, and how it solves a specific problem.]
- [Include a quote from a key executive or product developer, highlighting the innovation or importance of the product.]
- [Add any relevant background information about the product’s development, market research, or target audience.]

**Call to Action (CTA):**

[Encourage readers to take action, such as visiting your website, signing up for a demo, or pre-ordering the product.]

**Boilerplate:**

[Include a short paragraph about your company, its mission, and notable achievements.]

**Media Contact:**

[Full Name]

[Title]

[Phone Number]

[Email Address]

[Website Link]



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[FOR IMMEDIATE RELEASE]

## GreenTech Unveils EcoCharge 3.0: The Most Efficient Solar Charger Yet

**New solar-powered charger delivers 25% faster charging and 50% more energy storage for on-the-go users.**

**Amsterdam, The Netherlands — 29.12.24**

GreenTech, a leader in sustainable energy solutions, has announced the launch of EcoCharge 3.0, its latest innovation in solar-powered charging technology. Designed for outdoor enthusiasts, travelers, and eco-conscious consumers, EcoCharge 3.0 offers unparalleled charging speed and storage capacity in a sleek, portable design.

EcoCharge 3.0 features advanced solar panels that deliver 25% faster charging than previous models, along with a 50% increase in energy storage. The device is lightweight, weather-resistant, and includes USB-C compatibility to support modern devices.

“Our mission has always been to make sustainable technology accessible and practical for everyone,” said Sarah Lim, Chief Product Officer at GreenTech. “EcoCharge 3.0 is a game-changer for anyone who needs reliable power on the go without compromising their commitment to the environment.”

The EcoCharge 3.0 is available for pre-order on GreenTech’s website starting today. Shipping is expected to begin next month.

Visit [www.greentech.com/ecocharge](http://www.greentech.com/ecocharge) to learn more and reserve your EcoCharge 3.0 today.

### **About GreenTech:**

GreenTech is committed to creating innovative, eco-friendly solutions that empower consumers to reduce their carbon footprint and embrace sustainability.

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**ALOGO**

## [FOR IMMEDIATE RELEASE]

### **Headline:**

[Announce your event with an engaging headline.]

### **Subheadline:**

[Highlight key details about the event to generate excitement.]

### **[City, Country] – [Date]:**

[Introduce the event with a compelling paragraph that explains the “who, what, when, where, and why.” Mention what makes the event unique or noteworthy.]

### **Body Paragraphs:**

- [Provide additional details, such as the purpose of the event, speakers, or special activities.]
- [Include a quote from an organizer or keynote speaker about the importance of the event.]
- [Mention logistical details, such as how to register, ticket prices, or where to RSVP.]

### **Call to Action (CTA):**

[Direct readers to sign up, purchase tickets, or visit a website for more information.]

### **Boilerplate:**

[Include a short paragraph about your company and its relevance to the event.]

### **Media Contact:**

[Full Name]

[Title]

[Phone Number]

[Email Address]

[Website Link]



**ALOGO**

[FOR IMMEDIATE RELEASE]

## TechForward 2025 Conference Brings Together Industry Leaders in AI and Innovation

**Event to feature keynote by AI pioneer Dr. Emily Stevens and panel discussions on the future of technology.**

**London, United Kingdom — 18.03.25**

TechForward is excited to announce its annual conference, taking place on June 15-16, 2025, at the Javits Center in New York City. The two-day event will bring together top technology innovators, entrepreneurs, and thought leaders to explore the future of artificial intelligence, robotics, and innovation.

The conference will feature over 30 expert-led sessions, interactive workshops, and networking opportunities. Highlights include a keynote address from Dr. Emily Stevens, a leading AI researcher and entrepreneur, and a panel discussion on the ethical implications of AI with representatives from Google, MIT, and the United Nations.

“TechForward 2025 is the place where ideas meet execution,” said John Smith, Event Organizer. “We’re thrilled to bring together such a dynamic group of speakers and attendees to shape the future of technology.”

Tickets are now available on the TechForward website, with early-bird pricing ending May 1, 2025.

### **About TechForward:**

About TechForward: TechForward is an annual conference dedicated to advancing innovation and fostering collaboration in the tech industry.

### **Media Contact:**

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## [FOR IMMEDIATE RELEASE]

### **Headline:**

[Clearly and calmly state the crisis or issue being addressed.]

### **Subheadline:**

[Provide additional context or reassurance about how your company is responding.]

### **[City, Country] — [Date]:**

[Begin with a brief overview of what happened. Focus on transparency and provide key facts, avoiding speculation or unnecessary detail.]

### **Body Paragraphs:**

- [Explain the steps your company is taking to address the issue and prevent future occurrences.]
- [Include a quote from a senior leader or spokesperson expressing accountability and commitment to resolution.]
- [If applicable, provide resources for those affected, such as contact information, FAQs, or links to updates.]

### **Call to Action (CTA):**

[Encourage readers to reach out with questions or visit a dedicated page for ongoing updates.]

### **Boilerplate:**

[Include a short paragraph about your company and its commitment to integrity and transparency.]

### **Media Contact:**

[Full Name]

[Title]

[Phone Number]

[Email Address]

[Website Link]



**ALOGO**

**[FOR IMMEDIATE RELEASE]**

## **Z-Line Metro Addresses Service Disruptions Following System Outage**

**Company prioritizes passenger safety and announces immediate steps to prevent future disruptions.**

**Berlin, Germany — 24.05.25**

Z-Line Metro has issued an update regarding the system outage that affected train services earlier today. The outage, caused by a software failure, temporarily disrupted operations on three major lines during the morning rush hour.

Z-Line technicians resolved the issue within two hours, and normal service has since resumed. The company is conducting a full investigation to identify the root cause and is implementing additional safeguards to prevent future occurrences.

“We deeply regret the inconvenience caused to our passengers and are committed to ensuring this does not happen again,” said Mark Taylor, CEO of Z-Line Metro. “Our team is working tirelessly to enhance system reliability and improve communication during service interruptions.”

Passengers who experienced delays may request compensation through Z-Line Metro’s website.

Visit [www.zlinemetro.com/updates](http://www.zlinemetro.com/updates) for additional information and updates.

### **About Z-Line Metro:**

Z-Line provides safe, reliable, and efficient transportation services to millions of passengers annually.

### **Media Contact:**

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## [FOR IMMEDIATE RELEASE]

### **Headline:**

[Announce your company news with a clear and engaging headline.]

### **Subheadline:**

[Provide additional context or details to expand on the headline.]

### **[City, Country] – [Date]:**

[Start with a strong introduction that explains the company news, such as leadership changes, a milestone, or an initiative. Highlight why this is important to stakeholders.]

### **Body Paragraphs:**

- [Provide details about the news and its significance to the company and its audience.]
- [Include a quote from a key executive or team member to add a personal touch and credibility.]
- [If applicable, provide visual elements such as timelines, data points, or infographics to illustrate the news.]

### **Call to Action (CTA):**

[Direct readers to a website, report, or other resource for more information.]

### **Boilerplate:**

[Include a short paragraph about your company and its recent achievements.]

### **Media Contact:**

[Full Name]

[Title]

[Phone Number]

[Email Address]

[Website Link]





ALOGO

[FOR IMMEDIATE RELEASE]

## Bright Side Foods Names Michael Reed as New CEO

**Industry veteran to lead company's next phase of growth and innovation.**

**Rome, Italy — 21.07.25**

Reed brings over 20 years of experience in the food and beverage industry, having previously served as COO of Pathway Organics. Under his leadership, Bright Side Foods plans to expand its product line and strengthen its position as a market leader in sustainable, plant-based cuisine.

"We are thrilled to welcome Michael to the Bright Side team," said Susan Park, Chair of the Board. "His track record of driving growth and fostering innovation aligns perfectly with our vision for the future."

Reed expressed his enthusiasm for the role: "Bright Side Foods has an incredible opportunity to revolutionize how people think about plant-based meals. I'm excited to lead this talented team as we take the company to new heights."

Learn more about Michael Reed and Bright Side's vision at [www.brightsidefoods.com/news](http://www.brightsidefoods.com/news).

### **About Bright Side Foods:**

Bright Side Foods is dedicated to creating delicious, plant-based meals that are good for people and the planet.

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## [FOR IMMEDIATE RELEASE]

### **Headline:**

[Announce the partnership with a clear and engaging headline.]

### **Subheadline:**

[Highlight the significance of the partnership and its benefits.]

### **[City, Country] – [Date]:**

[Introduce the partnership with a compelling paragraph that explains who the partners are, the nature of the collaboration, and why it matters.]

### **Body Paragraphs:**

- [Detail the goals of the partnership and the mutual benefits it brings to both parties and stakeholders.]
- [Include quotes from representatives of both organizations to emphasize shared enthusiasm and strategic alignment.]
- [If applicable, outline specific projects or initiatives that will result from the partnership.]

### **Call to Action (CTA):**

[Encourage readers to learn more about the partnership or engage with related initiatives.]

### **Boilerplate:**

[Include a short paragraph about your company and the partner organization.]

### **Media Contact:**

[Full Name]

[Title]

[Phone Number]

[Email Address]

[Website Link]



ALOGO

[FOR IMMEDIATE RELEASE]

## EcoBuild Partners with Green Future Alliance to Accelerate Sustainable Construction

Partnership to focus on eco-friendly building materials and advancing green initiatives.

**Vancouver, Canada — 21.06.25**

EcoBuild, a leader in sustainable construction, has announced a strategic partnership with Green Future Alliance to advance eco-friendly building practices. The collaboration will focus on research and development of sustainable materials and promoting green certifications for construction projects nationwide.

“This partnership marks a major step forward in our mission to create a more sustainable construction industry,” said James Carter, CEO of EcoBuild. “By combining our expertise with Green Future’s resources, we aim to set new standards for eco responsibility.”

Green Future Alliance echoed this sentiment: “Together, we can drive meaningful change in an industry that impacts our planet so significantly,” said Lisa Tran, Executive Director of Green Future Alliance.

The partnership’s first initiative, launching next month, will involve piloting carbon-neutral concrete in large-scale construction projects.

Learn more about this and other initiatives at [www.ecobuild.com/partnerships](http://www.ecobuild.com/partnerships).

### **About EcoBuild and Green Future Alliance:**

EcoBuild is committed to transforming the construction industry through sustainable innovation and environmentally responsible practices.

Green Future Alliance is a global nonprofit focused on advancing sustainable practices across industries. Through partnerships with businesses and communities, it drives initiatives that reduce carbon emissions and promote environmental stewardship.

### **Media Contact:**

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