

A photograph of a person with dark hair, wearing a white t-shirt, sitting on a wooden bench and reading a book. The book is light blue. In the background, there are several other books stacked on the bench.

# Press Release Template

by PRESS&POST

# ImPress.

Writing a press release is no easy feat. It requires a brand to distill its message and think like a journalist. The purpose of a press release is to provide media with a succinct, factual overview of your announcement. It should be so close to an actual news story, a reporter can copy and paste paragraphs from it.

Remember, not every pitch requires a press release, but when needed, it's a very useful tool to make it as easy as possible for a reporter to cover your story.

You should create a press release when your brand is:

- Opening a new store or launching a new product or service
- Hosting a unique public event
- Launching a campaign with community impact
- Fundraising or partnering with a charity
- Responding to a positive or negative situation
- Sharing positive or negative news about the business

We've included an example press release (with names removed) from a real-life past client of ours that resulted in more than 25 major media placements.

The key traits of a results-worthy press release are:

- A clear, but catchy title: Don't be mysterious with your title. Be up-front about the topic, but weave in a unique angle.
- Clarity and conciseness: Get to the point up front, stick to the facts and keep it to 1-2 pages in length. Answer who, what, where, when and why.
- A quote: If possible, always include a quote from the brand spokesperson. This helps the journalist imagine the story in their publication and provides a human interest angle. Remember, most reporters are interested in people, not stuff.

Make this press release your own and get pitching!



# Press Release Template

[INSERT COMPANY LOGO]

PRESS RELEASE | Edmonton, November 28, 2018

## **Edmonton startup XYZ is the “Uber of home cleaning” with big plans to revolutionize the way we clean.**

*The app recently launched in Edmonton aiming to change the housecleaning industry for the better.*

Founded by a group of Edmontonians, XYZ brings the on-demand convenience of apps like Uber and Skip the Dishes to the home cleaning sphere. The technology has the potential to transform how people find home cleaners, hire them, pay them, refer them to their friends and ensure those they hire are vetted, well trained and use eco-friendly cleaning products.

Edmontonians can download the app from the Apple App Store and Google Play. Once downloaded, they can schedule a professionally trained cleaner to come to their home within thirty minutes. Users are also able to reserve regularly scheduled cleans on a weekly or monthly basis and can specify unique needs including oven, fridge or deep cleans. The app simplifies the entire booking process into just a few minutes on your smartphone.

“The cleaning industry hasn’t changed in decades,” says John Doe, President & CEO of XYZ “We see ourselves as a disruptor in this space, making it much easier for people to find peer-reviewed cleaners they can trust, schedule and pay for a house clean in minutes.”

XYZ also hopes to empower cleaners in Edmonton by providing opportunities for them to find new customers and receive professional training with the use of eco-friendly cleaning products to promote health and safety on the job.

“I’ve been working with XYZ throughout its soft launch phase and it has had a very positive impact on my business,” says Jane Doe, a registered cleaner with XYZ. “I no longer need to rely on word of mouth referrals to grow my business because the platform brings me new customers every day.”

All XYZ cleaners are fully insured, bonded, and have completed both a criminal background check and an extensive training program.

XYZ has launched in Edmonton first, with plans to rollout across Canada in 2019.

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### About XYZ

Found in 2018, by Jane Doe and John Doe, XYZ is the first on-demand residential cleaning company in Edmonton. For more information, visit [xyz.com](http://xyz.com), or see find on Instagram @XYZ

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Now you need to distribute it.  
Want to tap into our network of media contacts?  
Our media outreach package might be just what  
you need. Find out more at [pressandpost.com](http://pressandpost.com)

