

Your company logo goes here

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## Press release

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Date goes here 2020

**HEADLINE SHOULD ALL BE IN CAPS AND HIGHLIGHT WHAT'S NEW/UNUSUAL THAT YOU REALLY WANT THE READER TO KNOW**

- **Bullet points here in bold**
- **These should explain a bit more about your headline, and provide more context or data behind it**
- **No more than three bullet points**

The first sentence should include your business name, a short description of what you've done and the impact on customers. As an example: *Residents of [location] can now get [product] delivered straight to their door thanks to the quick and easy new system introduced by [your business].* Keep this paragraph to two or three lines maximum.

The second paragraph can be used to add anything else you *really* want the media to pick-up on. Depending on the story, this could include the number of new customers you've helped, details of the new products you'll be stocking, links to order pages or dates and times of events that you want people to attend.

Try to include a quote next, this should be from you as the business owner:

**XX, [owner of/director of/other] [your business], commented:** "This can be a bit more personal, and highlight your own thoughts/feelings about the story you want to share. Be human and focus on how what you are doing is helping customers."

**Include sub-headings in bold to introduce any new point**

- Bullet points can be useful as a way to present information in an easily digestible way.
- You could also think about using a table, graph or images if appropriate, a release doesn't have to be all text.

**- Ends -**

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**The information contained in our press releases is intended solely for journalists.**

**Notes to Editors**

- 1) If there are any points in the release that you think need further explanation, include that here.
- 2) As an example, if you have referenced a % of customers you've helped, you might include an overview of how you worked out that %, or the dates between which you helped them.

**Contact details : include contact details for any follow-up questions.**

*If you have a social media handle, include it here and a website.*