

Your Company Name Here

.....
Press Release....

Your Company Announces

Press Subheading

City, State - Feb 20, 2005 Provide answers to who, what, where, when, why and how. Many people do not read beyond the first paragraph, so be sure to convey key information upfront.

Provide real, usable information. Avoid a slick sales pitch. Most people are only interested in the information.

Section 1 Subheading

Always consider your audience. Who is the primary target of this press release - reporters, investors, partners or customers? Make sure that your words are pertinent to your audience.

Stress the benefits. Avoid subjective language like "the greatest" or "the best".

[Learn more...](#)

About Your Company

Cover your company basics here - legal name, location, years in business, etc. Also include a brief description of your products or services.

Website: <http://www.yoursite.com>

About Company 2

If another company is included in your release, ask them to provide their company description. If you must create one, use the guidelines above and ask them approve the final version.

Website: <http://www.yoursite.com>

Your Company Name

Your Contact

Job Title

Company 2 if involved

Contact

Job Title

Include information on trademarks here in fine print.

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