

# [Company Logo or Name]

**FOR IMMEDIATE RELEASE**

[Date]

## **Headline: Short, Clear, and Newsworthy**

(Example: *Local Bakery Expands to Second Location in Downtown Appleton*)

**[City, State] [Date]** Start with a strong opening paragraph that quickly summarizes your news. Example: *Sweet Treats Bakery announced today the opening of its second location in downtown Appleton. The expansion reflects the company's steady growth and continued commitment to bringing high-quality baked goods to the Fox Cities community.*

Add one or two short paragraphs with supporting details:

- Why this news matters
- Who is involved
- Key dates, milestones, or facts
- A relevant quote from the owner or team member

Example: *"We're thrilled to expand into downtown Appleton," said Jane Smith, owner of Sweet Treats Bakery. "This new location allows us to reach more customers and create new opportunities for our staff."*

Close with a call to action. Example: For more information visit our web site at .....

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## **About [Your Business Name]**

This goes at the bottom of every news release. Write a short paragraph (2–3 sentences) that describes your company and what it does. Example: *Sweet Treats Bakery is a locally owned business specializing in artisan pastries, cookies, and cakes. Founded in 2015, the bakery is known for its fresh, locally sourced ingredients and strong ties to the Fox Cities community.*

## **Media Contact**

**Name:**

**Title:**

**Company:**

**Phone / Email:**