

Sample Press Release for New Product

ABC Company Logo

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Registered

1. **FOR IMMEDIATE RELEASE**
Contact: Jane Smith 1-800-123-4567

2. **ABC's Heavy Duty Scrapers
Tough by Design**

3. Renovation, restoration and remodeling have one thing in common -- heavy duty scraping, cleaning and prep! These new Heavy Duty ABC scrapers answer the Pros' need for sharp and durable scrapers to take the daily pounding on those really tough jobs.

4. Built-in ABC quality speeds the removal of tile, grout, carpet and linoleum, even roofing materials. The heavy gauge handles can take the constant pounding of hand or hammer chiseling, and the powerful cast head intensifies impact without requiring extra effort.

5. Available in four lengths – from a 12” offset to a 54” hammer scraper – all scrapers have high carbon steel blades which are double-edged for extended life – and the 4” and 6” blades can be re-sharpened.

6. The welded neck design keeps the blade rigid, and the heavy gauge handle – with foam hand protection – makes for long life and maximum striking power. The high carbon steel replaceable blades extend durability.

For more information on these tools, call 800-123-4567

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7. Enclosed is a 300 dpi digital photo of tool.

8. Address, Phone Number and web site URL

Drafting an Effective Press Release

Even as print media scramble to find the next big thing that may promise its salvation, there are still outlets for a well written and timely press release.

The press release on the reverse was used to introduce a new hand tool and was sent to specific publications within the paint and surface preparation industry.

The numbers in the margin point out what an effective press release should include, at a minimum.

1. "For immediate release" gives the press release a sense of urgency. And contact person should be someone who knows the product and can answer questions.
2. The headline states the product's name and gives an overall benefit.
3. This sentence address the needs of the target market and gives another benefit.
4. More specific uses for the tool and more benefits.
5. More features and uses show the tool is designed for the target market
6. Yet more features with implied benefits for the end user.
7. If possible, include a high quality photograph (300 dpi) of the product.
8. More contact information including web site.

More Tips

- Target the press release. Read at least three issues of a magazine or other media to determine if the topic is appropriate for it.
 - Contact the editor and ask if they accept press releases and how one should be sent (email, for example).
 - Follow up with a phone call. Ask if they have any questions. Ask if they plan to run it and when.
 - Use the press release in your emails, on your web site or as a mailer to customers and prospects.
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