Event Press Release Template

Your Logo Here

Contact Name
Phone
Email
Website

FOR IMMEDIATE RELEASE

[A Captivating Headline]

[Optional Sub-header That Builds On The Headline]

[CITY, STATE, Month Date—] First or lead paragraph that summarizes the rest of the press release. You want to concisely give the reader the benefits of attending your event.

Body paragraph(s): Give a more detailed description of the news you are announcing. You want to give enough information that your target audience wants to know more. Keep it as short as possible. Be engaging and try to generate buzz with the details you give.

Body paragraph(s): You can expand on the news you are announcing, add in bios or links where anything of significance might be taking place. You can also add a link to your Facebook page or a LinkedIn Bio if you are announcing an event or a new hire. Remember to use third person throughout the body of the press release.

Boilerplate: Sunski makes super comfy sunglasses that won’t slide around when you’re doing fun stuff. Every pair sold supports the environment and comes with polarized lenses and a lifetime warranty. From their beachfront San Fransicso headquarter Sunkki creates timeless designs that live beyond the latest trends. It’s part of Sunski mission to make your favorite sunglasses at a price that won’t break the bank. More information can be found at Sunski.com