

Press Release Template

A structured framework for crafting clear, compelling, and credible media announcements.

THE KELU PROJECT
Media & Communications Resource

Release Information

FOR IMMEDIATE RELEASE / EMBARGOED UNTIL:

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HEADLINE (CLEAR, COMPELLING, UNDER 15 WORDS):

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.....

SUBHEADLINE (OPTIONAL):

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CITY, STATE – DATE:

.....

Opening Paragraph

Answer: Who, What, When, Where, Why it matters.

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Context & Supporting Information

Provide relevant background, data, impact or significance.

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Quote Section

“Insert meaningful quote here — human, insightful, not repetitive.”

QUOTE ATTRIBUTION (NAME, TITLE, ORGANISATION):

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Call to Action

Website / Registration / Event details / Contact instructions.

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About the Organisation

100–150 word boilerplate describing the organisation, mission and website.

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Media Contact

NAME:

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TITLE:

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EMAIL:

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PHONE:

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WEBSITE:

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— END —