

HOW TO PREPARE A PRESS RELEASE

1

Craft a Clear Headline

- Write a concise, engaging headline that summarizes the news.
- Include “FOR IMMEDIATE RELEASE” before lead paragraph.
- Add your Media Contact name and phone number



2

Start with a Strong Lead Paragraph

- Answer the key questions: Who? What? When? Where? Why? How?
- Keep it brief—this is your news summary.



3

Add Body Paragraphs

- Provide background, context, or relevant stats.
- Add quotes from business owners, partners, or community leaders.
- Highlight why this matters to the community or your industry.



4

Final Paragraph

- Summarize the importance of the announcement.
- Include a call to action if relevant (e.g., “Join us,” “Visit our website,” etc.) and include a link,



5

Include a Boilerplate

- End with a short paragraph about your business.
- Include your founding date, services, and mission.
- You may include a second boilerplate if other organizations are involved.



Need more details?

This overview provides the key steps. The full guide is available to download online and includes additional information, examples, and formatting tips.

Need inspiration? Check out completed press releases on the [Stafford County Newsroom](#).



PRESS RELEASE TOOLKIT

Helping You Share Your News with the Community



Press releases are an effective way to announce major milestones, events, and updates to your customers, partners, and local media. Whether you're celebrating an expansion, hosting an event, or launching a new product or service, a well-written press release can help you build awareness and generate media coverage.

What Is a Press Release?

A press release is an official written statement delivered to the media to provide information, make an announcement, or offer a public comment. It should be concise, informative, and newsworthy.

When to Send a Press Release

Use a press release to share important news, such as:

- Business openings or expansions
- New product or service launches
- Community involvement or partnerships
- Award recognitions or major accomplishments
- Upcoming events (grand openings, anniversaries, open houses)

How to Distribute Your Press Release

Once your press release is complete:

- Email it to local media outlets, newspapers, and radio stations
- Post it on your website or blog
- Share it on social media
- Send it out via email newsletter
- Submit to community calendars or local chambers

TIPS FOR SUCCESS

- **Tone:** Write in third person and keep it professional.
- **Length:** 1 page (400–600 words)
- **Format:** Save as a PDF
- **Distribution:** Send to local media, community newsletters, and include in your own channels (email, website, social media).
- **Optional:** Include 1–2 high-quality images

Share Your News with Stafford County

Local businesses are encouraged to submit their press releases to the Stafford County Newsroom to be featured on our website.

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