
THE ULTIMATE MEDIA RELEASE TEMPLATE HANDBOOK

by



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Welcome!

Welcome to your new press release bible!

If you've never written a press release before it can be hard to get started.

So, to help you out, we have gathered as many templates and samples of press releases as we could to give to you.

For FREE!

These templates are yours to customise and edit and will give you a solid guide as to what a press release should look like.

The samples are for you to get an idea of the press release writing style and how a press release should look when it's all put together.

We at Get The Word Out want YOU to be able to get your press release published.

Happy writing!

Book Launch Template

[date]

{Publisher and/or Author} Announces the Release of {Genre} Book {Title of Book}

FOR IMMEDIATE RELEASE

{City, State} - {Publisher and/or Author} are proud to offer the {latest, debut, etc.} work from {Author}, {Title of Book}, hitting bookstores everywhere on {Date}.

{Book title} is a {compelling tale, informative how-to, etc.}, focused on {basic themes of book, or subject matter covered, if it's non-fiction}.

{Further synopsis of book and/or details about the author that help to make the case that bookstores will want to buy copies of this because their customers won't be able to resist it}.
{Quotes from author, and/or any critics that received upfront copies of the book}.

###

{Boilerplate about author and/or publisher}.

{Author and/or Publisher}

{Contact person and his/her info}

Book Launch Samples

March 18, 2018

John Smith Books Announces the Release of Historical Book ““

FOR IMMEDIATE RELEASE

Brisbane, Australia– John Smith Books are proud to announce the debut work from Markus Jacob, “A View From The Top”, available Good Friday, 30 March.

“A View From The Top” is a compelling account of how the first Aborigines arrived from South East Asia 40, 000 BC. Jacob’s book covers the journey it took the group of people who ventured the ocean crossing from South East Asia and eventually landed to the vast land of Australia. “A View From The Top” tells the story of evolution of migration for survival.

With Holy Week around the corner, the release of this book is well timed for history buffs to dig deeper and relive Australian history.

“This book tells the story of Australia’s humble beginnings of our land and its first people,” said author Markus Jacob.

Markus Jacob will be conducting a book tour through Australia in April:

7-9 April Melbourne

9-10 April Adelaide

10-16 April Melbourne

16-19 April Sydney

###

Markus Jacob is an Australian novelist whose works of historical fiction examined class, race and gender in colonial and contemporary Australia. He started out as a History professor and started his works and career as a writer in 1995.

Contact Information:

Markus Jacob, author “A View From The Top”

info@markusjacob.com

M: 0404 111 111

March 20, 2018

Sports Marketer Releases Book, “Put Fans in Line!”

FOR IMMEDIATE RELEASE

Brisbane, Queensland—Culled from 20+ years’ experience in driving attendance and revenues for sports and special events, sports marketing veteran, Jane Smith recently released her first book.

The book features ten essential marketing tactics to not only put fans in stands but also to drive revenues. The book is useful for event owners, promoters, colleges and universities and sports leagues.

The face of sports marketing and promotion has dramatically changed as fans have options to experience sports not just in person but remotely and often far removed from the venue. Sports event owners as well as colleges and universities are challenged to make the sports event more attractive to attend. No longer are sports events just about sports.

Jane Smith, sports marketing veteran and author, addresses the challenges facing many sports teams, leagues, municipalities, and colleges in her new e-book, recently released on Amazon, “Put Fans in Stands! 12 Essential Marketing Tactics to Increase Viewers and Revenues.” The e-book is directed to event promoters, managers and agents by providing ten tactics for consideration in the long range planning of how to win back fans and their money and allegiance. “Put Fans in Line!” offers tips for attracting fans, spectators and participants to a one-time competition or special event.

Case studies, tips and resources are introduced to educate the reader of how best a series of well-developed tactics can produce a long lasting and impactful marketing strategy. Smith refers to the current marketing trends and practices as “Living in the Age of Recommendation” where prospective fans can become lifelong fans with some referring, coaxing, personalized promotion, and the opportunity to share their experience with their community and followers.”

###

Jane Smith is a verteran sports marketer with over 20 years of experience in her field. During this time Jane has worked for some of the biggest marketing agencies and is a credible and respected voice in her field.

Contact Details:

Smith Sports Marketing, Inc.

Jane Smith

E: ssm@aol.com

T: 040000000

www.smith-marketing.com

March 21, 2018

Author John Snow Wants to Teach Kids How to Care for Animals

FOR IMMEDIATE RELEASE

Brisbane, Queensland -- Author Jon Snow's new book being released on the 3rd of June 2018 by ABC Publishing International, "The Adventures of Dogs – The Rescue," aims to teach children how to look after animals to aid in development of vital skills.

Inspired to write because of his grandchildren's love of books and he and his wife's love of fostering animals, the book introduces children to fostering a pet and tells a story of the rescue of a lost puppy.

"I hope that when a child sees a stray dog or cat, that they think about the story and how the puppy, Mr. Puppies, was found and saved," says Snow. "Once a child finds a stray animal, their next step is to immediately get an adult involved."

An avid dog-lover who with his wife, Jane, has fostered about 50 dogs over a period of 5 years, Snow is retired and cherishes their two dogs that they had originally fostered, and a cat that had been a stray kitten. He says fostering animals from your local animal shelter is a good way to keep them from being euthanized.

"Pets are great companions. Not only are they fun to be with, they can help you get exercise," say Snow who enjoys taking his dogs for walks with his wife. "And, who loves you more than your dog?"

"I think children will love this beautifully illustrated story with a great message about pet care," said ABC Publisher Jane Smith.

You can purchase "The Adventures of Dogs– The Rescue" at <http://www.ABCPublishing.com>. It sells for \$16.95. Snow says he has written two more children's books with the same two characters. They will be released at a later date.

###

Jon Snow retired after a long career in sales, marketing and advertising. He lives with his wife, Jane, and their two and one cat. Together, Snow and his wife, have three children and four grandchildren.

Press & Media Contact:

Jane Smith, Publisher

ABC Publishing International

0400 000 000

contact@abcpublishing.com

<http://www.abcpublishing.com>

Business

Company Acquisition Templates

[date]

{Company 1} Acquires {Company 2}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company 1} announced today that it has acquired {Company 2} {Brief history of Company 1: direction, focus, highs and lows.}

{Quotation from Company 1’s CEO/management expressing enthusiasm for the change and explaining the acquisition of the company.}

{Brief history of Company 2: direction, focus, highs and lows.}

{Quotation from Company 2’s CEO/management expressing enthusiasm for the acquisition.}

###

{Boilerplate}

Contact Information:

{Company Name}

{Contact person and his/her info}

Company Acquisition Sample

March 18, 2018

Waste Management Subsidiary Acquires Medical Waste Collection Company

FOR IMMEDIATE RELEASE

Brisbane, Queensland — JM Healthcare Solutions, Inc., a subsidiary of Waste Management, Inc., announced that it has acquired Sky High Medical Disposal Services, Inc., a medical waste collection, transportation and processing company. The purchase will better serve the needs of Waste Management's healthcare customers in the Perth and Brisbane.

The stock purchase of the medical waste treatment facility fits into Waste Management's strategy to manage solid waste, medical, recycling and pharmaceutical waste for the healthcare industry. By purchasing the company, JM Healthcare Solutions will provide these services to facilities in Perth and Brisbane.

"Our acquisition of Sky High Medical Disposal Services complements our overall healthcare offering so we can now provide multiple waste services to the healthcare industry.

This investment represents an important strategic opportunity to offer disposal options, consulting and cost savings for hospitals, clinics, laboratories, doctors' offices and a variety of other healthcare operations in and around Brisbane," said John Smith, vice president of JM Healthcare Solutions.

About Waste Management and JM Healthcare Solutions:

Waste Management, Inc., based in Brisbane, Queensland, is the leading provider of comprehensive waste management services in Australia. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in Australia.

###

JM Healthcare Solutions, Inc. (JMHS) is a subsidiary of Waste Management, Inc. that provides a complete range of sustainable and cost-effective managed waste and environmental solutions specifically designed for the healthcare industry.

Contact:

Jon Snow

xxxxxxxxxx

jon@got.com

Business Awards Template

[date]

{Company/Employee} Wins {Award Name} Award for {Year/Month's} Top {Category}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company/Employee} was presented with the prestigious {Name} Award on {day} for outstanding {Category/Accomplishment.} {Company/Individual} won the hotly contested prize over other nominees such as {other nominees.}

The {Name} Awards Ceremony has been a tradition within {Place} for the last {number} years. {Brief background of award's history and summary of ceremony.}

{Quotation from presenter about this year's award, expressing excitement over result/turnout/morale, etc.}

Last year {Company/Individual} took home the award along with {additional bonus,} but this year {Winner} beat out {number} other contestants due to {Company's/Employee's achievements and reasons for winning.}

{Quotation from Company executive congratulating individual/organization for winning.}

{Boilerplate about winning Company/Employee.}

Contact Information:

{Company Name}

{Contact person and his/her info}

###

Business Awards Sample

March 18, 2018

Ecommerce Small Business Blog Receives “Top” Recognition

FOR IMMEDIATE RELEASE

Brisbane, Queensland - The MAZE Blog, a resource for small business owners to receive business advice, has been recognized as one of the Top 100 Business Blogs on the Web by Webspot. The MAZE Blog achieved spot number 13 on the list.

“It’s an honor to see The MAZE recognized as one of the top small business blogs on the web,” said Smith’s Marketplace’s Senior Director of Content Marketing, Jane Doe. “We’ve worked hard to give The MAZE Blog a unique personality that resonates with our readers, while providing helpful yet entertaining content. This award affirms the work we’ve done -- and it is a special moment to be mentioned alongside many other great small business blogs.”

Doe, who has managed the blog since it started in 2010, oversees the content creation to ensure it aligns with Smith’s Marketplace’s target seller audience. The content contains business insights to help entrepreneurs succeed in selling their products online.

“When we started this project in 2010, our mission was to provide actionable content for small-business owners on all aspects of running a business, from financial tutorials to professional development,” Doe said. “Running a business can be overwhelming -- so our goal was to give this advice in a light and fun tone that we didn’t see other resources using. We think that makes us more relatable to our audience.”

The MAZE Blog, powered by Smith’s Marketplace, has been offering e-commerce advice for small business owners since 2010. The blog provides entertaining and informative content on everything from marketing trends to social media tips, and operational know-how. This is the first award The MAZE blog has received.

To learn more about the Top 100 Business Blogs on the Web or WebSpot, visit: http://blog.webspot.com/small_business_blogs/.

###

The MAZE Blog, powered by Smith’s Marketplace, has been offering e-commerce advice for small business owners since 2010. With informative and entertaining content on everything from marketing trends to social media tips, The MAZE is a helpful resource for online sellers of all levels. Learn more at blog.smithsmarketplace.com

Media Contact:

Jon Snow

0101111111

lordcommander@nightswatch.com

Board of Directors Announcement Template

[date]

{Company} Announces {Year}'s Board of Directors

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company}, a leading expert in {field} {or “a driving force in product/service”,} has announced this year’s board of directors, including {number} incumbents and {number} newly ratified members.

{List of board member names, positions they hold and length of their terms.}

{List of new members, dates they were ratified, positions and length of terms.}

{Quotation from company president/CEO expressing pleasure in the lineup and discussing changes in direction.}

###

{Boilerplate description and history of company, services, products, goods, etc.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Board of Directors Announcement Sample

March 20, 2018

SPIRIT OF GIVING APPOINTS 2015-2016 BOARD OF DIRECTORS

Brisbane, Queensland—Gift of Giving—a collaborative, non-profit organization with a focus on children and families in Brisbane—announces that it has appointed its 2015-2016 board of directors: John Smith, Jane Doe and Jon Snow.

“This year’s board is truly a dream team of highly skilled and experienced individuals, known as real influencers in the community,” says President John Smith. “Above all, they have a passion for philanthropy, and I know their hard work and commitment will make this a banner year for Gift of Giving and our member non-profits,” said Mr Smith.

Jane Doe, director of Brisbane University’s Smith Centre for Service-Learning & Civic Responsibility, says that she appreciates the model created by ABC: “Such a collective, connective and collaborative framework to strengthen a community is exciting!” She seeks to continuously move forward the purpose and share in the vision of ABC for it to become a model to be emulated in other communities inside and outside of Brisbane. Specifically, as a board member, Smith is committed to creating a non-profit membership base and framework that supports ABC in its goal of collaboration for the betterment of the community.

Jane Doe is in senior-level management at the eyewear company EyeDo. She is excited about the fact that ABC makes “a big-scale difference in the community” and will work to ensure that all ABC processes and procedures are in place and that all ABC publications are aligned with the organization’s identity. She also wants to make sure that ABC does not duplicate efforts. “I want to make sure people understand who ABC is and what ABC does,” says Jane Doe.

Jane Smith, an admissions advisor for Brisbane University, is passionate about ABC’s unique mission of encouraging collaboration amongst neighbouring non-profits. Excited that there is a movement to create positive change within the community, Smith seeks “to help in ABC’s overall growth and effective application of its mission,” as well as “to be a part of the goal to franchise ABC to benefit communities throughout the world,” she says. Her focus will be working with ABC’s agency of record, The Great Group, in creating an “infectious ABC brand.”

A partner of EJM Solutions Group, John Smith hopes to eliminate duplication of services through collaboration and empower non-profits by sharing knowledge. He aims to help member non-profits run more efficiently as businesses, in part by standardizing best practices, policies and procedures, accountability and responsibility—including for ABC. In short, he hopes to leave behind “a better-run organization,” he says.

Jon Snow is an attorney at Snow Law Firm who looks forward to giving back to the community that “raised me and made me who I am,” he says, and which is “starting to grow with all the things that truly make something a ‘community’—a sense of interwoven-ness, developing and diversified economy, culture, arts, services to those in need, etc.” He is excited by the enormous impact ABC can have on the community by creating synergies among its member organizations.

Mary Smith is a certified educator in Brisbane. A former elementary school teacher, she looks forward to helping ABC’s network of non-profits grow stronger and learn to help each other even further. Specifically, she is taking on the role of board representative for the gift drive, which she would like to see run more efficiently. “I love to see multiple agencies working together for the benefit of an individual or family,” Smith says. “People so rarely need just one thing or one area of help. Our network allows agencies to work

###

Now in its seventh year, Spirit of Giving unites more than 60 non-profits in Brisbane to help facilitate and create programs and alliances that promote lasting change in the community. The group’s objective is to streamline the delivery of services to the community by working collaboratively to solve issues and improve operations through internal and external partnerships.

Contact Details:

James D

561.750.3500

jamesd@gog.com

Announcement of Fair or Event Template

[date]

{Name} Fair Starts {Date} in {Location}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} is sponsoring a free, {number} day fair in {location}. The fair will run from {date} to {date}. Booths will be open from {time} to {time}. The fair is designed to provide {insert what it's all about}.

The fair is being run by {Name} and {his/her} associates at {Company}. Other sponsors include {sponsors}. The fair will provide {list of activities and services that will be provided}.

{Quote by an organizer talking about the importance of public health and giving back to the community}.

This is a free, public event. Any voluntary donations will go toward {specific cause}.

###

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Announcement of Fair or Event Sample

3 June 2016

Harbour Bridge Turns Green For St Patrick's Day

FOR IMMEDIATE RELEASE

Sydney, NSW – Following the success of last year's inaugural St Patrick's Day event on the Harbour Bridge, the Bridge is once again teaming up with the Sydney Irish Club to bring you the city's biggest St Patrick's Day celebration.

On Saturday 17 March 20xx, this all ages event will take place on the Harbour Bridge's foreshore.

Irish Australian Association Chairperson Paddy Sample said he was expecting a huge crowd of more than 10,000 people to take part in the day.

"Last year the inaugural event was a huge success and we think it will be even bigger this year," he said.

"It's already starting to establish itself as an iconic day on Sydney's calendar."

The festivities will commence at 10am where revellers can enjoy traditional Irish food and drinks, as well as live entertainment by a range of cultural and contemporary musicians and dance groups.

There will be live music performed by a number of bands including The Irish, Potato and Guinness and The Catholics, and dancing by the Sydney Academy of Irish Dance, Paddy McPad Pad and many more. Comedian Jimeoin will be the MC on the day.

Attendees will have the opportunity to immerse themselves in the Irish culture and have a go at Irish dancing and Gaelic Football. There will also be face painting and games on offer for children.

"It's a brilliant time for all those who are Irish, or want to be Irish, where you can enjoy a day of culture and entertainment," Mr Sample said.

###

The Sydney Irish Club is the longest running association of the Irish in Australia bringing the community together for over 40 years. The association runs a range of events for the Irish Australian community aiming to spread Irish culture across Australia.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Announcement of New CEO Template

[date]

{Name} Appointed New CEO of {Company}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} has announced the appointment of {Name} as their new CEO. {He/she} will assume responsibilities on {date} and will succeed {Name}, who has stepped down for {reasons}.

{Name} has been part of the {Company} team for {number} years, beginning in {department} before being promoted to {position}. During that time {he/she} accomplished {achievement} while being responsible for {projects/assignments}.

{Quote from CEO discussing new direction of company and expressing gratitude for gaining position}.

{Brief bio covering CEO's personal background, education and previous work experience}.
{Boilerplate: Background of the company, including services, products, history, founders and goals.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Closing Down Template

[date]

{Company Name} to Wind Down Business

FOR IMMEDIATE RELEASE

Brisbane, Queensland – {Company Name} today announced {reason for closing of business}. {Company Name} will provide more details about the plans for the liquidation of its stores and going out of business sales in the near term.

{Details about the company's future plans and offering}.

{Possible quote from someone in the business, and/or a customer's sentiments}

###

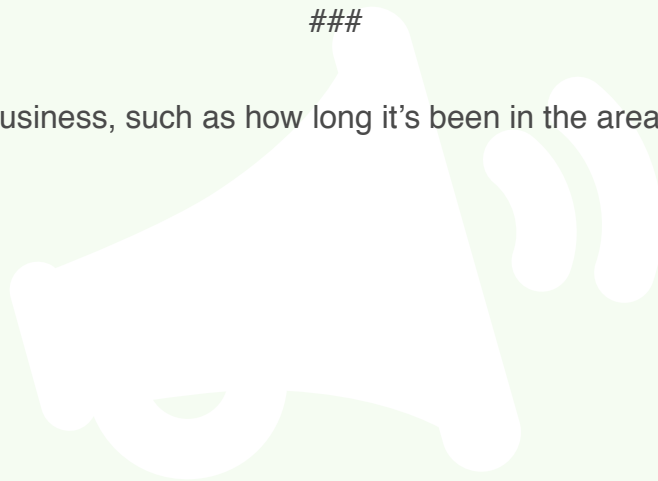
{Boilerplate about small business, such as how long it's been in the area, what it has offered, etc.}.

Media Contact:

Jon Snow

XXX.XXX.XXXX

jonsnow@got.com



Launch of Charity Initiative

[date]

{Corporation} Announces {New Charitable Endeavor}

FOR IMMEDIATE RELEASE

{City, State} – {Corporation} is thrilled to announce { new charitable endeavor }, beginning {date}.
{more details about corporation’s announcement, including, if applicable, name of CEO, details about the charitable endeavor etc.}

{More details}.

{Quotes from CEO, representative from corporation and/or charity, etc.}.

{Boilerplate about corporation and, if applicable, charitable organization}.

Contact Information:

{Corporation Name}

{Contact person and his/her info}



Business Calls for Change Sample

3 June 2016

{Company Name} Needs To Pay Its Fair Share In Taxes

FOR IMMEDIATE RELEASE

The {chamber of commerce} is calling for the {level of} Government to change the rules and stamp out the kind of tax avoidance {Company} will get away with for nearly {eight} years.

The oil and gas giant admitted to the {Senate Corporate Tax Avoidance Inquiry} in {city} on Wednesday it won't pay tax until 2100 – this despite {Company Name} having not paid tax on its {\$100 billion} earnings in the last {number} years.

{Company Name} must not be allowed to avoid paying its fair share of corporate tax while its making record revenue from Australia's natural resources and engineering pay cuts for {number} oil maintenance workers.

"The Government needs to get tough on foreign nationals that dig up our resources and ship them offshore along with huge sums of money," {chamber of commerce spokesperson} Jo Sample said. "Instead this Government bends over backwards to let them in and looks the other way when it comes to paying the bill to {country} and fairly rewarding {someone}."

"For over 1000 days {Company Name} has {something} because {whatever the reason is}." "The rules need to change so that {someone} can benefit from the natural wealth of their country – not just foreign companies like {Company Name} that {does something}."

"{Company Name} needs to pay its fair share and stop ripping off {whoever they are ripping off}," Ms Sample said.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

New Employee Hiring Announcement Template

[date]

{Company} Hires {New Hire Name} to Fill {Position}

FOR IMMEDIATE RELEASE

{City, State, Date} – Following the {retirement, resignation, dismissal} of {former employee,} {Company} is proud to welcome {Name} as the newest addition to their staff. {Name} will take over the duties as {Title,} overseeing {brief list of duties and responsibilities.}

{Name} joins {Company} with {number} years' experience in {field}, most recently as {Title} at {Previous Company.} Before that, {brief history of companies and experience.}

{Quotation from CEO/management expressing excitement about the change.}

{Quotation from customer expressing satisfaction about staffing, customer service and company.}

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announces New Partnership Template

[date]

{Company 1} Announces New Partnership with {Company 2} for {Partnership Title}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company 1} announced today that it is partnering with {Company 2} as part of {Partnership Title}.

{Company 1} is currently a leading force in {field,} with {statistics on customers/products/services,} while {Company 2}'s expertise lies in {focus of company.} The partnership has come about in order to {reason for partnership.}

{Brief history of Company 1: direction, focus, highs and lows.}

{Quotation from Company 1's CEO/management expressing enthusiasm for the change and explaining the partnership of the company.}

{Brief history of Company 2: direction, focus, highs and lows.}

{Quotation from Company 2's CEO/management expressing enthusiasm for the partnership.}

###

For more information about the {Partnership Title,} please visit {Partnership Title Website}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announces New Partnership Sample

3 June 2016

Gadget Appoints Jomo As Agency Partner For APAC Region

FOR IMMEDIATE RELEASE

Brisbane, Queensland – Gadget today announced the appointment of Jomo as the key agency partner for Asia Pacific (APAC) across creative, media planning and buying, digital, public relations and shopper marketing.

This announcement supports Gadget’s simultaneous statement which also sees Jomo appointed as the lead agency network for U.S. Retail and Canada – across creative, media planning and buying, digital, technology and consumer promotion business.

The appointment of Jomo as the sole holding agency across Gadget’s APAC roster is driven by the demand for a channel-agnostic, regionally led approach, supported by a horizontal P&L. This simplified partnership builds on the integrated agency model implemented locally in 2015, ensuring Campbell Arnott’s continues to deliver world class marketing solutions.

Publicis Groupe, the third largest communications company in the world, will leverage its unique assets in creativity, media, public relations, data and technology to deliver high-level campaigns that will directly impact how Campbell Arnott’s brands engage with their consumers. Publicis will provide integrated experiences and through-the-line marketing to increase both relevancy and engagement with consumers throughout their purchasing journey.

This leading model will allow Campbell Arnott’s to leverage Publicis’ entire suite of marketing services and increase agency accountability, whilst entrusting an agile, results-driven approach versus a more traditional marketing model.

David McNeil, Vice President of Marketing, Campbell Arnott’s APAC said, “We’re excited to partner with Publicis to help us take the next step toward building APAC’s most innovative and truly integrated agency model. In today’s fast paced, highly connected environment, having all our consumer conversations housed under one roof will ensure we receive seamless, integrated solutions that bring valuable, tangible commercial benefits to the organisation.”

“Over the past three years, we have revolutionised our approach to creative marketing by taking several steps towards a comprehensive agency roster. A consolidated partnership with Publicis will deliver multiple efficiencies and maximise our communications channels to increase engagement amongst current consumers whilst recruiting new brand advocates.”

###

Loris Nold, Publicis CEO of Publicis Groupe APAC said, “Publicis is extremely excited to be joining Campbell Arnott’s as their holding agency partner, both here in APAC and in North America. For a long time, we have believed in our model to deliver integrated communications solutions, tailored to individual regions, housed under one roof. The Campbell Arnott’s brands in APAC are powerful, unique brands full of equity and heritage. They have a rich, abundant past and we are thrilled to be a part of their future.”

Contact information:

Jo Sample

jo@chamber.com

0400 000 000



Business Launches New App Template

[Date]

[Company/Individual] Launches [New iPhone or Android App]

FOR IMMEDIATE RELEASE

[City, State] – [Company/Individual] will launch [new app], a app devoted to [content of app] on [date].

[New app] will [more details about what consumers can expect from this app, including what features it will provide].

[More details, with maybe a specific story about something exciting the app will do and/or provide]

[More details, which might include a quote from a pertinent individual related to the launch, or even from a consumer excited about the new app].

###

[Boilerplate – Company Info].

[Contact Information]

Business Launches Subsidiary

[date]

{Company} Launches New Chain to Fill Niche

FOR IMMEDIATE RELEASE

{City, State, Date} – The {subject} niche has been open and waiting for years, and {Company,} the {makers/providers} of {product/service} is preparing to fill it with {Chain name.} The new company will focus on {brief description of products/services.}

Spokesperson {Name} expressed enthusiasm about the new launch on {date}, stating {Quotation from spokesperson about the new company, what's great about it and what it will provide.}

The company is set to open for business on {date} at {location,} although {Name} has acknowledged a {number} year plan to expand locations to {cities or states.}

{Quotation from customer voicing excitement over having new product/service close at hand.}

###

{Boilerplate description of founding company and how they are expanding.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Launches New Service Template

[date]

{New Service} Coming from {Company/Corporation}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Corporation} will be turning the {industry} world on its head with the launch of {new service}, a new service that {description of what service will do, such as stream video, offer a new gaming platform, etc.}. When {new service} starts up on {date}, {specific target audience} won't know what hit it.

{New service} will be {an exciting addition to the industry, the first of its kind, etc.}, and will offer {more details on what, exactly, this new service will do}.

{More details about this service, perhaps including pricing tiers, available upgrades, any special offers etc.}

{Possible quote from someone related to the service, or from a critic or early adopter who has used the service and loved it}.

{Boilerplate about company, service and/or any prominent individuals involved in the release of this new service}.

Contact Information:

{Company/Corporation}

{Contact person and his/her info}

Business Launch Campaign Sample

2 April 1982

Superior Fruit Launches Shop Local Campaign

FOR IMMEDIATE RELEASE

Brisbane, Queensland - In an effort to promote year-round support for local businesses, Superior Fruit announces the launch of Shop Local, a national initiative to promote consumers to shift 10% of their everyday spending to local businesses instead of big-box stores.

“Small businesses need us every day, not just one day a year,” said Pete Maniatis, CEO of Superior Fruit. “By giving small, local entrepreneurs our support every day we positively impact our communities,” he added.

The Shop Local movement exists to encourage Queenslanders to shift a portion of their everyday spending to local stores over chains every day of the year, rather than sporadically. This shift intends to keep more money local and keep more small business owners thriving in communities across the state.

“By pledging to shift just 10% of everyday spending to the local community, Queenslanders can make a significant impact to their neighbourhoods,” said Sandy Boing, spokesperson for the Premier’s department.

Third – Last paragraphs: for the remainder of the release, attempt to tell a story about your business and why the event matters. The goal in this section is to provide some context. You could tie the event to a bigger trend/cause, or provide historical/background information on how long the event has been a focus for your company here.

###

About Superior Fruit

About Shop Local:

Shop Local is a national movement to encourage shoppers to shift 10% of their spending to local businesses in communities across Queensland. It all starts on October 10, 2012 -- the first-ever Shop Local Day -- a national celebration of supporting local entrepreneurs and small businesses across Queensland. To learn more about Shop Local, visit www.ShopLocal.com

Media Contact:

Jane Smith

Tel. xxx.xxx.xxxx

Email: jane@yourcompany.com

Business Announces Merger Template

[date]

{Company 1} and {Company 2} to Become {Merger Title}

FOR IMMEDIATE RELEASE

{City, State, Date} – Representatives from {Company 1} and {Company 2} announced this week that the two companies will be merging on {date,} resulting in {Merger Title}.

{Company 1} is currently a leading force in {field,} with {statistics on customers/products/services,} while {Company 2}'s expertise lies in {focus of company.} The merger has come about in order to {reason for merger.}

{Brief history of Company 1: direction, focus, highs and lows.}

{Quotation from Company 1's CEO/management expressing enthusiasm for the change and explaining the new direction of the merged company.}

{Brief history of Company 2: direction, focus, highs and lows.}

{Quotation from Company 2's CEO/management expressing enthusiasm for the change.}

The new company, {Merger Title,} will focus on {focus} and will be officially opening on {date} at {new location.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announces Milestone Template

[date]

{Company} Celebrates {Number} Years of Service

FOR IMMEDIATE RELEASE

{City, State, Date} – A milestone is fast approaching for {Company}, as it celebrates its {number} anniversary on {date}.

A celebration is planned for {date} from {time} to {time} at {location.} {Activities/food/entertainment} will be provided, and {name} will be the featured speaker at the reception.

{Quotation from planner/management expressing excitement for the event and commenting on Company's evolving history.}

{Company,} established in {date} in {location,} was founded by {founder,} and originally {brief history of original staffing, products, services and focus.} Now, with over {number} employees and {number} locations, it {brief description of current products, services and focus.}

{Quotation from employee inviting guests to come to event and have fun.}

###

{Boilerplate: info about company}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announces Milestone Sample

September 10, 2014

XYZ Australia Celebrates Its 25th Anniversary

Brisbane, Queensland—This year, XYZ Australia celebrates its 25th anniversary in Brisbane. XYZ Australia, who owns three branches and employs 60 people in Australia, has been mastering the growing complexity of global freight forwarding for a quarter of a century.

In 1989, the owner run logistics company XYZ, founded in 1852 in Bremen, Germany, started its subsidiary in the promising Australian market. XYZ Australia's first branch opened in Brisbane and ever since the company has experienced a considerable supply chain evolution. All services are based on core competencies in the fields of sea freight, air freight, project logistics, warehousing and supply chain management.

Clients benefit from XYZ as a supplier, who can manage the supply chain from pre-manufacturing to final delivery, all at the highest quality possible. It has significantly expanded its network in recent years, particularly in the emerging economies of Asia and South America. Furthermore, in countries where XYZ does not have its own offices, it has agreements with selected local partners. The company provides services for many vertical or industry-specific manufacturers "like wine and seeds for many famous Australian brands. In addition, XYZ is active in the fast-moving commodity markets of electronics, furniture and food products for both local and global consumption. XYZ's portfolio is thus prepared for Australia's economic growth by 3% yearly over the next five years.

The company combines a strong customer focus with high-quality standards and state-of-the-art technology. In the IT sector, the subsidiary XYZ blue-net offers individual interfaces and web solutions.

###

Jon Snow, Managing Director of XYZ Australia Ltd.: In 25 years a lot has changed. We offer our Australia customers a long-term partnership and on-going support in facing global logistics challenges, such as complex legislation, high competition as well as environmental and financial issues. This is the reason why XYZ focuses on steady improvement and the highest quality.

Contact Details:

Jane Doe

+040 000 000

Jdoe@xyz.com

Business Announces New Company Name Template

[date]

By Any Other Name: {Company} to Become {New Name}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Name}, the spokesperson for {Company,} announced this week at {place} that the company will officially be changing its name to {New Name} as of {date}.

{Name} explained that the new name would reflect the evolving focus and standards of the company, adding, {Quotation concerning direction of company, how the title fits with company's goals/services.}

{Brief history of the company, what it does/provides and how that has changed over the years.}

There is no indication yet of whether this will be the only change to {Company's} image or just the first of many. Representatives are firm in stating that {aspect} will stay the same. Customers and employees alike are optimistic about the alterations.

{Quotation from employee, management or customer expressing enthusiasm for the change.}

###

{Boilerplate}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announces New Location Template

[date]

{Company} Announces New Location in {Place}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company}, the {maker/provider} of {product/service}, is expanding its efforts this week and opening a new location in {city, state.} The building will officially open for business on {date} and will offer customers {description of product/service.}

Spokesperson {Name} expressed enthusiasm about the new launch on {date}, stating {Quotation from spokesperson about why the company is expanding and how this will benefit the members of the community.}

The new location is projected to generate {amount} revenue for the company by exploring {new area/field/focus.} {Company} has also opened up new locations in {additional cities and states} in the last {number} years.

{Quotation from citizen voicing excitement over having new location close at hand.}

###

{Boilerplate description of founding company and how they are expanding.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announcing Press Conference Template

[date]

{Company} to Hold Press Conference About {Topic}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} announced today that {Name}, the {position}, will lead a press conference on {date} at {time} and will address the issue of {topic}. The press conference will take place at {location} and is open to {demographic}.

{Brief description of the topic of discussion, as well as prevailing questions that may be answered}.

{Quote from representative summarizing what will take place at the press conference}.

###

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Product Launch Template

[date]

{Company} Announces the Launch of {Product}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Corporation} is excited to announce the launch of {product}, a {description of product} that will {basics of what this product will do}. The official launch date for {product} is {Date}.

{Company/Corporation} believes {product} will {more details about what this product will do, maybe compared to what its predecessors and/or competitors already do}.

{More details about product launch, such as what kinds of marketing will be employed, if there is to be a formal launch ceremony, etc.}.

{Here you may quote someone related to this launch, using a relevant quote that gets people excited and/or gives them more information}.

###

{Boilerplate about company and any prominent individuals involved in this product launch}.

Contact Information:

{Company/Corporation}

{Contact person and his/her info}

Product Launch Template

[date]

{Company} Announces {New Product}

FOR IMMEDIATE RELEASE

{City, State} – {Company} has teamed up with {individual, other company, etc.} to create {new product}, for {purpose of new product}. It will be {hitting the shelves, up for sale, etc.} on {Date}.

{New product} is {detailed description of new product, including why it will be different from any other of its kind already out there}

{More details about product, including what benefits it will provide for the users/purchasers}.

{Quote from someone big, like either a celebrity or a bigwig at the company releasing the product}.

###

{Boilerplate about company and any prominent individuals involved in this product release}.

Contact Information:

{Company}

{Contact person and his/her info}

Staff Promotion Template

[date]

{Company} Promotes {Name} to {Title}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company}, the {maker/provider} of {product/service}, has lost a {previously held position} but gained a {new position} with {Name.} {Name} was promoted to {Title} this week and will take on the new duties of {brief description of jobs and responsibilities} starting on {date.}

{Name} has worked within the company for the last {number} years, starting out as {first position} and moving quickly through the ranks.

{Quotation from management about how qualified Name is for promotion and how well he/she will handle new position.}

Before coming to work at {Company}, {Name} was {Title} at {Previous employment} for {number} years. {He/she} graduated with a {degree} in {field} from {school} and is a member of {club/association.}

{Quotation from Name gratefully accepting promotion and discussing changes that will be implemented.}

###

{Boilerplate description and history of company, services, products, goods, etc.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Business Announces New Program Sample

3 June 2016

Software Company Launches First Referral Program For Accounting Industry

FOR IMMEDIATE RELEASE

Cloud based accounting and analytics platform Gadget, has today launched a new Partner Program which focuses on offering referral incentives to participants in the accounting sector.

The Gadget Partner Program will give eligible companies the opportunity to receive a 10 per cent referral fee on the monthly subscription fees for the life of the client contract, if they introduce the technology for adoption by their clients.

Gadget founder and chief executive Jo Sample, said the Program was geared toward helping accounting industry participants to increase their revenue streams by offering them a retention-based strategy for dealing with clients.

“The Program will provide a new revenue model for a diverse range of industries but is particularly aimed at assisting the HR services industry including the recruitment sector, by helping participants to build continuous, long-term income streams,” Sample said.

“Our Partner Program could help transform the accounting industry by helping this sector to leverage the latest in numbers technology,” Sample said.

Sample believes the Program will support fast expansion of Gadget’s own distribution channels by increasing their sales force exponentially.

Interested participants can submit an online application and will be part of a qualification process to ensure alignment with the right organizations.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Resignation Announcement Template

[date]

{Employee} Resigns as {Title} at {Company}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} announced today that {Name} has officially resigned from {his/her} {number}-year post as {Title,} effective {date.}

In {his/her} statement, {Name} explained {reason for resignation, future plans, feelings about leaving, thoughts on Company's direction etc.}

{Name} has been acting {Position} for the last {number} years, and in that time has {description of actions, changes, direction, etc.}

The Board of Directors at {Company} is currently interviewing candidates to fill {Name's} position once {he/she} has departed. In the interim period, {Name} has stepped in to serve as {Title} until a suitable replacement can be found. {Summary of Substitute's experience and accomplishments.}

{Quotation from Board member about the change and where the Company is headed.}

###

{Boilerplate about Company, its history and the goods/services it offers.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Retirement Announcement Template

[date]

{Name} to Retire from {Company}

FOR IMMEDIATE RELEASE

{City, State, Date} – After {number} years working devotedly as a {position} for {Company}, {Name}, a resident of {City} is set to retire on {date}.

{Name}, {age}, joined {Company} after {number} years' experience in {field}. During {his/her} time at {Company}, {he/she} was responsible for {list of greatest achievements/contributions}. {He/she} earned a {degree} degree at {School} and previously held the position of {Title} at {Previous Company} from {date} to {date}.

{Quote from retiree expressing sadness about leaving and excitement about the future.}

A farewell {event} will be held at {time} on {date} at {location}. All friends, coworkers and well-wishers are welcome to attend.

###

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Store Grand Opening Announcement Template

[date]

{Company}'s Grand Opening to Occur on {Date}

FOR IMMEDIATE RELEASE

{City, State, Date} – The press and public are invited to the grand opening of {Company} on {date} for an introduction to the most {adjective} {type of company} in {City}.

The event will take place at {location} between {time} and {time}. Guests will be treated to free {activity/food/promo/etc.} The new company features {amenities, services and features}.

{Quote from staff member expressing excitement and talking about potential clientele}.

{Company} is open {weekday} through {weekday} from {time} to {time}. More information on the company and the event can be found at {contact information}.

{Background of the Company's founders, their influences and years of experience.}

{Boilerplate: information about the company}

Contact Information:

{Company Name}

{Contact person and his/her info}

Ribbon Cutting Event Announcement Template

[date]

Ribbon-Cutting Event to Celebrate {Project}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} will be joined by {Name} and {Name} to commemorate the completion of the {Name} Project with a ribbon-cutting ceremony at {location}. The dedication will take place on {date} at {time}.

The project was intended to {purpose}. Work began in {month} and cost {amount of money} to complete. {Brief description of its effects now that it is complete}.

{Quote by a Company staff member discussing benefits and mission statements}.

{Company} funded the majority of the project, with {percentage} allocated from grants. {Company} has already invested {amount} in upcoming projects that will further {cause}.

###

{Boilerplate about Company including services, products, joint ventures, founders and history}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Stock Exchange Listing Sample

3 June 2016

Rising Tech Star Gadget Explores A Potential ASX Listing

FOR IMMEDIATE RELEASE

Brisbane, Queensland - Gadget, a leading Brisbane based, global technology company, has appointed the investment bank Big Bank Australia, to explore a potential listing on the Australian Stock Exchange.

Many of the world's most advanced semiconductor production facilities rely on Gadget's flow control solutions every day. Gadget's solutions are unrivaled in their speed, precision, and sensing abilities.

As the industry moves to the next generation of semiconductors for widgets, Gadget has experienced strong adoption across the industry, particularly at the newest semiconductor facilities under development in Fiji. Gadget has existing production capabilities in Vanuatu, and sales offices throughout the Pacific and Africa.

"As the world moves to billions of connected intelligent devices, the core technologies needed to build those devices will be a source of enormous value", said Gadget CEO Sam Pool.

Tim Ting, Director at Big Bank Australia, stated "We are delighted to have the opportunity to work with Gadget as it will be a unique proposition with impressive advanced technology not often seen in the Australian market"

Gadget plans to accelerate expansion into local operations in Africa as well as expand operations in Japan. The company also intends to enter into other large industrial markets where its intelligent sensing and control technologies offer advantages.

###

Gadget is a new business within the Australian Tech industry that is leading the charge for innovation in its field. In its second year, the business has built a strong foundation to scale into the global market. Gadget has garnered support from high profile investors within Australias tech industry and is looking to continue expansion with this funding.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Survey Data Announced Sample

3 June 2016

Accountants Slow To Adopt Tech Advances

FOR IMMEDIATE RELEASE

Brisbane, Queensland – A global survey conducted by Gollop Marketing has revealed that advancing technologies are not central to successful accounting in 20xx. Despite the introduction of bots and artificial intelligence to simplify and improve the accounting experience, Australian accountants have no immediate plans to adopt these technologies.

The research shows that despite popular thought, new innovations are losing out to tried and tested methods. New technology is not top of mind for today's accountants and there's a clear disconnect between what is available and what is being implemented.

Sam Pool, Managing Director for Gollop Marketing says, "The role of the accountant continues to evolve becoming more varied and more complex. As a company committed to driving innovation within the industry, we intend to use the findings from this research to inform how we work alongside our clients and ensure that we're providing them with the guidance and technology they need to run their businesses effectively."

"This survey has brought to light some alarming statistics which we intend to capitalize on" Pool said.

###

Gollop Marketing has been conducting research studies for over 15 years. Gollop has delivered insights for multinational corporations in Australia and globally. The companies mission aims to provide brands with information to aid in product and service development for their consumers.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Campaign Launch Template

[date]

{Organization} Launches {Campaign}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Organization} announced their new {Name} Campaign, a mission which aims to educate voters about {purpose} in time for the {month} election.

The campaign will target {demographic} in an effort to raise awareness of {issue} and increase voter turnout for {specific legislation}. Even at this early stage, more than {number} organizations within {location/demographic} have pledged support or signed on to assist in the campaign.

{Quote from staff member discussing the need for education, commitment and volunteers}.

Interested parties can learn more about {Campaign} by visiting the {Organization} website at {website}. There users will find {materials/campaign kits/signup sheets, etc.} that will help support the movement.

###

{Boilerplate: Background of the Organization, other campaigns they have organized, how long they've been running, what they represent.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Charity Templates and Samples

Charity Event Announcement Template

[date]

{Organization} Hosts {Event} for {Cause}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Name}, the nonprofit organization devoted to {cause}, is hosting {event} on {date} at {time} in {location}. The cost of admission is {cost} and all proceeds will go toward {specific description of the allocation of funds}.

The event will feature {list highlights of the event}.

{Quotation from organizer describing the exciting festivities/famous persons/activities}.

Tickets go on sale on {date} and can be reserved through {venue} or by going online at {website}.

###

{Boilerplate information about Organization, such as how long it's been in the area, what it has offered, services and goods, etc. Consider including a specific mission statement}.

Contact Information:

{Nonprofit Name}

{Contact person and his/her info}

Donation Appeal Template

[date]

{Company} Helps Promote {Cause} with Donation to {Organization}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company}, a leading provider of {goods/services} and proponent of {cause,} is giving back to the community with a donation of {objects/monetary amount} to {Organization}.

{Brief description of Organization’s goals, history, what the donation will be used for and how it will help further the cause.}

{Quotation from Company leader describing how happy they are to contribute.}

{Quotation from Organization leader expressing gratitude for donation.}

###

{Boilerplate description and history of company, services, products, goods, etc.}

Contact Information:

{Company Name}

{Contact person and his/her info}

Charity Donation Drive Sample

March 20, 2018

Share the Warmth: Donate to Granny Carers' Blanket Drive

FOR IMMEDIATE RELEASE

Brisbane, Australia—For Brisbane seniors who continue to live in the comfort of their own homes or who have moved into nursing facilities and hospitals, even winters bring new challenges and put our elderly at increased risk. Sydney-based Granny NANNIES, a home health care referral service, is hosting a blanket drive. This year's goal is set at 150 lap blankets, throws and quilts, which will be dispersed to Hospice of the Carer and Brisbane Living Nursing Center to provide seniors with added comfort and warmth.

Granny Carers' is asking Brisbane's citizens, organizations, businesses and community groups to help with this worthwhile cause. Both homemade and store-bought blankets are being accepted at Granny Carer's headquarters. There is a donation box in the lobby that is open during office hours, 9 a.m. to 5 p.m., Monday through Friday.

"We want our seniors to know that they have the love and support of our community," said Granny Carers CEO John Smith. "Thank you to everyone who is donating and helping spread the word about our blanket drive. Caring for those who once cared for us is the highest honour and we take pride in providing services that keep them in good health and spirits."

###

Granny Carers was founded in 1990 by Jon and Jane Smith in Brisbane as the result of a very personal, family situation - the need to find quality, trustworthy, reliable and affordable senior home care for Rob's aging grandmother, Jane Doe, in her own Winter Park home. Since our beginnings in 1990, Granny Carers' commitment to excellence remains true today. A strong dedication remains to ensure that our clients are consistently treated with the highest level of respect and dignity and are matched with the right private duty caregiver to provide care services in the home, hospital, assisted living facility or nursing home. For more information, visit grannycarers.com.

Granny Carers Contact:

D Smith, Marketing Representative

401000000

Smith.d@grannycarers.com

Charity Donation Sample

March 20, 2018

XYZ Group Donates \$10,000 To The Bumblebee Museum For The Completion of New Displays and Exhibits

FOR IMMEDIATE RELEASE

Brisbane, Queensland -- President of XYZ Group, John Smith P.E., has announced a pledge of \$10,000 toward the completion of the new exhibits and displays for the Bumblebee Museum.

John Smith, together with the Vice President of the company, Jon Snow, spent their professional lives in and around Bumblebees starting as roommates in ABC Basic. XYZ will continue to be an ardent supporter of the Bumblebees hiring numerous former and active reserve Bumblebees for work in the Australia and overseas.

Smith and Snow said that never a day goes by that they are not reminded that XYZ Group draws on a rich experience, fighting spirit and renowned history with the Bumblebees.

###

The XYZ Group LLC provides technical solutions in difficult environments. Our installation management expertise covers facilities management / engineering, security, base operations, acquisition management, strategic communications, financial & resources management. For more information, please visit <http://www.xyz.net>

To learn more about this donation, please contact:

Jane Doe
doej@xyz.net
0401000000

Charity Project Completion Sample

March 20, 2018

Charity Completes Ambitious Building Programme In Brisbane

Brisbane, Queensland—16 volunteers have successfully completed a challenging building project in order to improve the living conditions of impoverished children. The 11 day programme was the third and most significant of its kind run by The Brisbane Project, a charity founded in 2001 and based in Sydney, in partnership with Jane Doe.

Volunteers carried out repairs on badly damaged houses in Tasmania to create better living conditions for families and ensure that they are insulated from extreme winter. Brisbane experiences extreme weather variations according to the season; temperatures can drop to -30 degrees in winter but were nearing 40 degrees during the project.

The volunteers, who ranged in age from 20 to 70 and were from a variety of backgrounds, worked tirelessly in the heat and forged strong relationships with the families they worked with. The group included 3 Companions and 1 volunteer from Jane Doe, a charity which supports ex-homeless people to become independent.

The ambassador to Brisbane, John Smith, said “Such projects really do show Australia at its best making a real difference to the lives of its people.”

The materials for the building project were fundraised by supporters of the charity and the volunteers through a programme of events including sponsored runs, and ‘buy a brick’ initiatives in schools.

###

The Brisbane Project was founded in 2001 and has been helping improve the lives of children and families in poverty ever since. The project has garnered significant support from the community with over 150 volunteers joining the program to date.

Contact-Details:

Jane Smith, Director

The Brisbane Project

jsmith@thebrisbaneproject.com

Volunteer Appeal

[Date]

{Company} Needs Volunteers for {Event}

FOR IMMEDIATE RELEASE

{City, State, Date} – Volunteers are needed for {Company}'s {event}, an event designed to support {cause}. Anyone interested in helping {list of activities that need volunteering} is invited to lend a hand.

{Event} will take place on {date} at {time}. The first volunteer meeting will take place on {date} at {time} at {location}. Volunteers can choose the amount of time to dedicate to the event and the desired activities for participation.

{Quotation from staff member detailing the importance of the event and the help needed to achieve a goal}.

If you are interested in participating as a volunteer for this event, contact {Name} at {phone number}, or go to the website at {website}.

###

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

{Further Contact information}

Entertainment Industry Templates

Movie Launch Template

[date]

{Production Company} Announces Opening of {Title of Movie}

FOR IMMEDIATE RELEASE

{City, State} – {Production and/or Distribution Company} {is/are} proud to announce the opening of {movie title}, a {comedy, romance, romp} starring {names of main actors/actresses}, and directed by {name of director}.

{Movie title} is the story of {synopsis of the movie}.

{Names of lead actor/actress} stars in this movie, as a follow-up to the smash-hit {recent movie for lead actor/actress}. This is a {breakthrough performance, moving tale, something that gives more description about movie}.

Critics say, {quote from a critic about the movie, one or more of the actors/actresses, etc.}.

###

{Boilerplate about distribution and/or production company, or about the director and/or lead actors/actresses}.

Contact Information:

{Production and/or Distribution Company}

{Contact person and his/her info}

Exhibition Announcement Template

[date]

{Artist}'s Exhibition to Be Held at {Location}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Artist} is pleased to present {his/her} exhibition, titled {Name}, at {venue} at {location}. The press and public will be invited to view the artwork and meet the artist between {time} and {time} on {date}.

{Artist's statement on work, including purpose, description, influences and materials used to convey purpose}.

{Artist} is a {city/state}-based artist whose work has been featured in {venue/publication/etc.} Previous exhibitions of {his/her} work have appeared at {cities}.

###

{Boilerplate: For more information on the exhibition, contact {Name} at {contact information} or go to {Venue}'s website at {website}.

Contact Information:

{Gallery or Artist Name}

{Contact person and his/her info}

Exhibition Launch Sample

March 20, 2018

2018 Brisbane Festival Exhibitions At ABC Galleries Highlight Plight Of Displaced People

FOR IMMEDIATE RELEASE

Brisbane, Australia—Stories of people forced from their homes both locally and globally will be told through photo media at two exhibitions opening at ABC Galleries on Saturday March 24 as part of the 2018 Queensland Festival.

In Your Mind, a project in collaboration with the Queensland Centre for Photography, will feature the work of 14 international artists and photographers, exploring the impact of inequality on individuals and communities from around the world.

From refugees in Tunisian transit camps to the homeless in downtown Brussels, In Your Mind captures stories of some of the millions of people forced to leave their homes due to war, natural disaster and poverty.

Co-curated by the Directors of ABC Galleries and QLD Centre for Photography, Associate Professor Jane Smith and Jane Doe, In Your Mind informs and engages audiences at a critical moment of global flux.

The curators, French photographer John Smith and Australian photographer Markus Jacob are all available for interview and will be in Queensland for the exhibition opening.

American artist Jon Snow will visit Queensland in April for public programs associated with the exhibition.

In Your Mind is a collaborative exhibition presented at ABC Galleries in partnership with the QLD Centre for Photography, 2018 QLD Festival, Queensland Centre for Ideas and the Queensland Grand Challenge on Inequality.

Tell: Contemporary Simple Photography explores Aboriginal and Torres Strait Islander life, history and culture through photo-based media.

The exhibition, curated by QLD Art & Design graduate Michael James, brings together new photography commissions and recent works by 17 Indigenous artists that embrace tradition and culture, as well as the potential that new technologies offer contemporary practice.

Tell explores local dislocation and displacement faced by Indigenous people, legacies of invasion and the personal as well as collective experience of the artists and Indigenous identity.

More than 60 works will be featured, including photography by artists including senior research fellow at QLD Art & Design John Smith, Jane Smith, Jon Snow and Jane Doe.

###

Launch: 5pm Friday 5 Jan by Festival Director Frank Smith

Talks: 11am Saturday 6 January with artists and curators

Artists on site to discuss their work include John Smith (France) and Jane Smith (Australia)

Exhibition dates: In Your Mind, 6 January – 7 April, Tell, 6 March - 24 March

For photos from In Your Mind and Tell use the following dropbox link:

https://www.dropbox.com/sh/x79oi4yhry9xgty/AAADN2Y3_22D9iUmqi2e-CIMa?dl=0

Media Contact:

QLD Media Advisor Jane D

+61 29385 8732 jd@qld.edu.au

QLD Galleries

<https://www.artdesign.qld.edu.au/qld-galleries>

Magazine Launch Template

[Date]

{Company} to Launch {Magazine}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} announced today that the premiere issue of {Magazine} will be released on {date} and will have a distribution of {number} outlets, {number} zip codes and {number} states.

The magazine will focus on {topic} and feature {featured topics} from experts such as {Name}, {Name} and {Name}. The magazine will be released on a {amount of time} basis and will be targeted at {demographic including gender, age and location}.

{Quote by founder or editor about the release and its relevance to audiences}.

More information about the upcoming magazine can be found at their website, {website}.

###

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

{Contact Details: email: website: mobile}

Concert Ticket Sale Announced Sample

3 June 2016

STAR WARS Performed By The Brisbane Symphony Orchestra

FOR IMMEDIATE RELEASE

Brisbane, Queensland – Brisbane Symphony Orchestra will present the Star Wars: A New Hope In Concert featuring a screening of the complete film with Oscar®-winning composer John Williams' musical score performed live to the film on Tuesday 2 June 20xx, led by acclaimed conductor Sam Pool.

Fans will be able to experience the scope and grandeur of this beloved film in a live symphonic concert experience when the Star Wars: A New Hope debuts in Brisbane on Tuesday 2 June 20xx.

Legendary composer Williams is well known for scoring all eight of the Star Wars saga films to date, beginning with 1977's Star Wars: A New Hope for which he earned an Academy Award® for Best Original Score.

His scores for The Empire Strikes Back, Return of the Jedi, Star Wars: The Force Awakens and most recently Star Wars: The Last Jedi were each nominated for Best Original Score.

The Star Wars: Film Concert Series is produced under license by Disney Concerts in association with 20th Century Fox and Warner/Chappell Music.

###

The Brisbane Symphony Orchestra has an extensive history of partaking in film score productions. The orchestra has collaborated with accomplished composers including Jenny Hindrix and John Smith to name a few.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Concert Venue Relaunch Sample

3 June 2016

Griffith Uni's Iconic Concert Hall Reborn And Offering Amazing Experiences

FOR IMMEDIATE RELEASE

Brisbane, Queensland - Griffith Uni's iconic Concert Hall, the venue of choice for the biggest music acts for nearly nine decades, has completed a major refurbishment and is bringing new energy to the social environment of the campus.

"The completion of the Concert Hall will enhance the vibrancy of the University and students' overall experiences," said Sam Pool, Vice-President, Griffith Uni. "This is the first of many planned campus improvements that will help increase social engagement for students and the wider community."

The Concert Hall redevelopment comprises new engineering, new energy efficient exterior lighting and a refurbishment of its interior that respects the heritage of the building while adding new functionality.

Landscape improvements are also underway, providing connections to Main Street, the future busway and the broader campus, and the addition of several vibrant green spaces will help to reinstate the status of the Roundhouse within the lower campus of the University.

###

Griffith University is a longstanding organization delivering tertiary education for over 40 years. The organization is committed to delivering the highest level of education and facilities for its students. The renovation of the concert hall will serve as a new beginning for Griffiths music programs.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Announcement of Tribute Show

March 21, 2018

Aussie Divas Sing For Queen Of Song Jane

Sydney, NSW—Seven of Australia’s best female singers come together in a concert at The Sydney Opera House to pay tribute to the Queen of Music, the late Jane Doe, otherwise known as ‘The Queen of Song’. It will be held at The Studio with a matinee and evening performance on Saturday April 24.

Presented by The Blue Lounge, this concert follows a sold out event in 2019 paying tribute to jazz legend Billie Holiday. That show, ‘Ladies Belt the Blues’ was the Opera House debut for the production team, which is comprised of Sydney-based singers. Their aim is to put on events combining music and charity.

Lady Jane is one of the greatest influences on singers of all races and genres, and a 13 time Grammy Award winner with more than 40 million album sales. Having famously beaten a disadvantaged childhood and troubled teenage years to achieve international success, it is fitting that the concert will raise awareness and funds for Lifebox. Lifebox is a national charity providing all Australians experiencing a personal crisis with access to 24 hour crisis support and suicide prevention services.

“From my experience of having suffered depression, music can feel like a saving grace and a lifeline. Jazz greats like Jane Doe have brought meaning to my life and it’s an honour to perform her music, alongside my wish list of singers, in the venue that is our country’s cultural icon,” Smith said.

According to US-based Adelaide-born Snow:“When I was 14 years old, my singing teacher sent me home with a cassette tape of Jane Doe in concert with the Count Duke Orchestra. I wore the cassette ribbon out within just a few days. Jane is the reason I’m a jazz singer today. The very least I can do for her is fly back to my home country and sing her praises to my fellow Aussies!”

The two hour show will feature popular jazz standards from the Great Australian Songbook, with each artist performing individual sets with a live band.

###

‘Sophisticated Gals’ will be held on Friday April 23 at 2:15pm and 8:15pm at The Studio at the Sydney Opera House. Tickets are \$79/\$69 (concession) plus booking fees and are available from the Opera House. Sydneyoperahouse.com. \$5 from every ticket goes to the Lifebox charity.

Please contact:
John Smith
0418-000 000
jsmith@sydneyo.com

Announcement of New Music Album/ Record Template

[date]

**{Record Company and/or Artist} Announces the New Album {Title of Album}
from {Name of Artist}**

FOR IMMEDIATE RELEASE

{City, State} – {Record Company and/or Artist} is thrilled to announce the release of the {latest, debut, etc.} album from {Artist}, {Title of Album}, available everywhere on {Date}.

{Album title} is {description of album, including genre and any other relevant details. Also include any information about singles, whether already released or about to be released}.

{More details about artist and/or label, including artist's relationship with label}.

{Quotes from artist, label representative and/or any critics that received early copies of the album}.

###

{Boilerplate about record company and/or artist}.

Contact Information:

{Record Company and/or Artist}

{Contact person and his/her info}

Events

Event PR Template

[date]

{Company/Individual} Presents {Name and/or Description of Event}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} will present {Name of Event}, taking place at {Location of Event} on {Date}, and featuring {performers, guests, showcases, etc.}.

{Company/Individual} is proud to bring {Name of Event} to {Location of Event} for {the first time, the tenth year in a row, etc.}. {Name of Event} will {further description on what will take place at event}.

{More details about event; include ticket prices, if applicable, and where/how to purchase tickets}.

{Quote from performer, guest, previous attendees, critics, etc.}

###

{Boilerplate about company/individual, event and/or any prominent performers and/or guests}.

Contact Information:

{Company}

{Contact person and his/her info}

Open House Template

[date]

{Company} to Hold Open House

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} will hold an open house on {date} from {time} to {time}. {Staff/teachers} will be on hand to answer questions and provide information for interested parties.

{Company} will sponsor {events/food/etc.} in order to promote {Company}'s {program/scholarships/internships/etc.} {Description of Company's goal for the evening.}

{Quote from staff member talking about the exciting aspects of the event.}

The open house will take place at {location}. Parking will be available onsite for public use. Directions and further information can be found at {contact information}.

###

{Boilerplate about Company, such as how long it's been in the area, what it has offered, services and goods, etc.}.

Contact Information:

{Company Name}

{Contact person and his/her info}

Fashion

Fashion Collaboration Announcement Template

[date]

{Designer/Company} Announces {New Line, Collaboration, Deal With Retailer, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Designer/Company} is thrilled to announce {new line, collaboration, deal with retailer, etc.}, a {slightly more detailed description}, beginning {date}.

This deal with {retailer/stockiest etc.} will spearhead {designer/company} into the market and generate significant traction for {designer/company}.

{further details about the announcement}.

{Quote from company, designer, someone who has seen the new line and/or approves of the collaboration, etc.}

{Other important information regarding the collaboration/deal}.

###

{Boilerplate about designer and/or company}

Contact Information:

{Designer, Company, etc.}

{Contact person and his/her info}

New Range Launch Sample

March 20, 2018

Jane Smith Launches Wearable Art Clothing Line

Brisbane, Queensland– Artist Jane Smith has launched her wearable art clothing line with garments imprinted with her crystal fine art. The artist has released 3 kimonos and 2 scarf designs.

Jane and her team decided to engage EJM to produce her wearable art. EJM is a leader in high quality on-demand printed garments and fashion accessories.

“I am absolutely ecstatic to commence this new category for my art,” says Artist Jane Smith.

“I have had many, many people tell me that my art should be printed on scarves and other garment types and accessories. This has been a dream of mine since I started pursuing my art.” Artist Jane Smith combines crystal making, micrography and photography to create distinctive and remarkable fine art. Her work challenges viewers to interpret new worlds, fantastic landscapes, sublime seascapes and other unexpected sights.

“The entire process of creating and later publicly presenting my Swarovski art excites me; from growing the crystals to witnessing the awe people express when viewing the finished piece,” says Ms. Smith. “Everyone sees something different. People are enthralled with the unusual but inexplicably familiar structures and shapes in the crystal formations.”

###

URL: <http://www.janesmithart.com/wearable-art/>

PR Permalink with Press Images: <http://www.janesmith.com/jane-smith-launches-swarovski-wearable-art-clothing/>

About Jane Smith

Jane Smith is an artist and author. Currently, she has focused her artistic skills towards Swarovski fine art photography and designing her wearable art clothing line. Using a high-powered microscope and polarized light Ms Smith finds unique images that will never occur again in nature. In addition, she has co-authored eight photography-related books with her husband, Dr. John Smith, and they are currently working on their ninth book together.

Visit <http://www.janesmithart.com/> to learn more and view Jane Smith’s work.

Contact Details:

Jane Doe

doej@art.com

0101010101

Gallery

Gallery Announces Artist Show/Exhibition

[date]

{Gallery} to Display {Name}'s Art Work for {Number} Days

FOR IMMEDIATE RELEASE

{City, State, Date} – {Gallery}, a gallery known for displaying {local artwork, impressionists, sculptures, etc.}, is hosting an exhibition of {Artist}'s work, a series of {paintings, sketches, sculptures, etc} entitled {Title}. The exhibition will open on {date} and be available for public viewing for {number} days.

Artist {Name} described the series in the following statement: {Quotation from artist about work including description, meaning and display.}

{Brief description of gallery's image, history, past exhibitions.}

{Quotation from gallery leader expressing excitement over the new display.}

{Gallery} is located at {address}. Interested parties can contact {agent or gallery} at {website or phone number} for viewing times and hours of operation.

###

{Boilerplate description and history of artist, hometown, art style, past displays and awards won.}

Contact Information:

{Artist/Agent/Gallery Name}

{Contact person and his/her info}

Health

Announcement of Tour Template

[date]

{Medical Practitioner Name} Touring {Country or State} {Objective and Goal}

FOR IMMEDIATE RELEASE

{City, State} – {Company, Individual} is currently touring the country {for a specific purpose— medical, health concern and/or a new drug risk and precautions}.

{More details about the issue how it came to that conclusion and solution at hand.}

{More details, if necessary and how it is backed by research and more relevant information}.

{Quotes from the scientist, medical practitioner and/or drug trial participant}.

###

{Boilerplate about company/individual and/or drug tested}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

Announcement of Tour Sample

3 June 2016

Dr John Smith Touring Australia To Raise Mammographic Breast Density Risk Awareness

FOR IMMEDIATE RELEASE

Brisbane, Queensland — Renowned Adelaide Breast Cancer Specialist, Dr John Smith MBBS PhD FRACS, is currently touring the country speaking to Australia's General Practitioners about a critical, unmanaged women's health concern, mammographic breast density and its association with increased breast cancer risk and missed breast cancer during screening.

Women with high mammographic breast density are up to 10 times more likely to develop breast cancer than women with low breast density, depending on their other individual risk factors and can reduce the ability for a mammogram to detect a cancer by up to 50%.

Although a hot topic in women's health across the United States and Europe, mammographic breast density and its impact on the management of breast disease has, unfortunately, been largely undiscussed in Australia. As awareness about this important risk factor continues to grow, Dr Smith's presentations provide attending delegates with the most current information on how to manage, and treat, high mammographic breast density and consequently how to reduce breast cancer risk in affected patients.

Dr Smith's well-received keynote speech at the Sydney and Melbourne HealthEd Updates were attended by over 1,000 General Practitioners. He will be presenting in Adelaide, Brisbane and Perth in subsequent months.

###

Dr Smith is a breast cancer specialist and internationally recognized expert in the field of hormonal management of breast disease. His early research was seminal in explaining how conventional hormone replacement therapy increased the risk of developing breast cancer. Dr Smith was the founder of Australia's first public and private multidisciplinary breast cancer clinics, a model that is now accepted as the only way to access breast disease. He is the Medical Director of Wellcare Health, a state-of-the-art women's health specialist clinic that has individualised treatments and diagnostic tools that are currently available only at the Wellcare clinic.

Contact Information:

John Smith

M: XXXXXXXXX

E: jon@got.com

info@johnsmith.com.au

Scientific Discovery Announcement Template

[date]

{Company/Individual} Discovers {Description of Scientific Discovery, Potential for New Drug, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} has discovered that {description of scientific discovery, such as a link between exercise and reduced cancer risk, the success of a drug trial, etc.}.

{More details about how company/individual came to this conclusion, and how the news will benefit people.}

{More details, if necessary}.

{Quote from scientist, drug trial participant, etc.}

###

{Boilerplate about company/individual and/or drug tested}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

New Drug Trial/Release Sample

3 June 2016

First Hormone-Free Male Pill Soon To Be A Reality

FOR IMMEDIATE RELEASE

Brisbane, Queensland -- A hormone-free male pill may soon become a reality, with University of Gadget scientists moving closer to developing a new combination of oral contraceptive drugs that together block the transport of sperm during ejaculation.

A hormone-free pill would have the unique ability to bypass the side-effects that have up until now hindered development of a male contraceptive. Such side-effects are often caused from interfering with male hormones including long-term irreversible effects on fertility, birth defects in future offspring and libido.

The team of scientists have previously shown that male infertility could be genetically achieved by simultaneously deleting two proteins that trigger the transport of sperm but without affecting the long-term viability of sperm or sexual and general health. The sperm is effectively there but the muscle is just not receiving the chemical message to move it.

There is already a widely-available drug approved for long-term use that targets one of the two proteins successfully, but the researchers are now looking to develop an oral contraceptive drug to block the second protein.

New funding from the Male Contraceptive Initiative has allowed researchers from the University of Gadget Pharmaceutical Sciences (UGPS) to move into this next phase of drug development but the team is still relying on a large amount of funding to fast-track the process.

Other UGPS researchers involved in the project include Professors Jac Bell, Hugh Johnson and Shannon Raj.

###

The University of Gadget is an institution committed to academic excellence with specialty in medicine spanning over 50 years. The institution prides itself on its numerous significant discoveries throughout its existence.

Contact information:

Jo Sample

jo@chamber.com

0400 000 000

Launch of New Hair Care Product

March 20, 2018

EJM Products Announces New Product Lines And Launches New Website

FOR IMMEDIATE RELEASE

Brisbane, Queensland— EMJ Products, creators of the world's first product line specifically formulated for ethnic hair care is pleased to announce the launch of their new website and new, expanded product lines for both men and women.

The new website <http://www.emjproducts.com> features several new products including new and improved shampoo, conditioner, hair repair conditioner, children's shampoo, newborn shampoo, newborn conditioner and aloe vera infused shampoo.

In addition to the convenient shop at home feature, the new website has plenty of great content to help you care for your unique hair and skin, and also for your child's hair, to help promote growth and prevent breakage.

EJM Products contain high-quality ingredients like Shea Butter, Beta-Carotene and Tea Tree Oil to ensure the health of your hair and skin. Product formulas for youth include gentle, natural ingredients like Sunflower Oil and Olive Oil to help your child's hair feel and look shiny and healthy. Our vision is to be a leader in the ethnic grooming and hair care categories. Please visit our new user-friendly website <https://www.ejmproducts.com> to learn about our products and to shop online, or Contact Us with questions.

###

EJM Products began in Sydney in 1973 with their ground-breaking ethnic hair care product known around the world, SSS Fro. Since its inception, EJM Products has introduced many new results-driven products for skin and hair, many with natural ingredients rather than harsh chemicals, to keep your entire family looking good throughout the year.

Contact-Details:

Jane Doe

Toll Free 049999999

Email : cs@ejmproducts.net

Organisation Templates

Internal Organisation Announcement Template

[date]

{Name} Makes Eagle Scout

FOR IMMEDIATE RELEASE

{City, State, Date} – {Name}, a member of the Boy Scout Troop # {number} and a resident of {City}, has earned the honor of Eagle Scout, the highest rank that the Boy Scouts offers. Only 3 to 4 percent of Boy Scout members ever attain this prestigious honor.

{Name}, {age}, of {School}, achieved the 21 merit badges required to receive the Eagle Scout award. For his final project he {description of project and the way it helped the community}.

{Quotation from Boy Scout thanking volunteers/family and expressing excitement}.

A ceremony honoring {Name} will take place on {date} at {time} in {location}. Family and friends are welcome to attend.

{Boilerplate about the Boy Scout organization, its mission statements and what the local troop has done for the community.}.

Contact Information:

{Troop Number}

{Contact person and his/her info}

###

Hospitality

New Restaurant Location Announcement

[date]

{Restaurant Company/Owner} Announces the New Location of {Restaurant Title} in {Location} {City, State} – Residents of (city) should prepare themselves for a new flavor in town. (Restaurant company/owner) has announced the opening of a new restaurant called (title) on (date,) located at (address.)

{Restaurant} is a {ethnicity/food type}-style restaurant that fuses the mouth-watering taste of (flavor/food) with the exciting new technique of (style.) Specialties include (main entrees, appetizers, specials, happy hour deals, drinks, etc.)

(Description of food presentation, ambiance, etc.)

{Quotes from any food critics or stars that have endorsed the chain/restaurant}.

{Boilerplate about restaurant, owner, history of company}.

Contact Information:

{Restaurant Company/Owner}

{Contact person and his/her info}

###

Restaurant Launch Specials Sample

March 21, 2018

Family Pizza Night Launches at ABC Restaurant in XYZ Design District

Brisbane, Queensland—ABC Restaurant in XYZ Design District is pleased to announce that it will launch “Family Pizza Night” every Monday evening beginning at 5:00 p.m. through 11:00 p.m. starting May 2018. A specially priced pizza menu, featuring “Pizzas Neapolitan Style” will be served and will also be available for takeout or delivery. Our pizzaiolo (pizza master) comes directly from the South of Italy and uses the traditional slow-rise dough method to make an endless array of pizza combinations to satisfy everyone’s taste. Pizzas are baked in a wood-fire oven and topped with fresh mozzarella cheeses prepared in-house.

ABC continues to present outstanding Southern Italian food and wine tasting menus on Friday nights. Enjoy a party atmosphere, with Chef John’s preparation of a 3-course meal with dessert. Each course will be paired and served with a glass of hand-selected wine. There is a lively mix of dance music Friday nights and reservations are highly recommended.

Don’t forget to stop by for a very special “Happy Hour” from 4:00 pm - 8:00 pm Wednesday through Friday every week. Please be aware that ABC will be opening a breakfast café and pick up counter early summer 2018, serving Italian coffees, pastries and quick bites.

About ABC:

ABC Ristorante Italiano (www.abc-ristorante.com) offers Italian cuisine, gourmet pizzas, cocktails, fine wines, cordials, and more. *Cibo* (pronounced chee-bo) means food in Italian, but it’s more of a feast for the senses.

ABC is the name of a coastal region in Southern Italy. Three brothers named John, Jane and Jon, began their restaurant business in Milan where they opened two very successful restaurants, they found the perfect location for their third one in XYZ Design District. Jon, the oldest of the brothers, selects the fine wines and gourmet spices. Chef John, the middle brother, in collaboration with chef James from Capri and pizzaiolo Jacob (Campani, DOC) bring their cuisine with the flavors and aromas of the Amalfi Coast, Sorrento and Capri, and the true Neapolitan pizza to Brisbane.

This beautiful, spacious and comfortable restaurant features an intimate yet vibrant atmosphere which is accentuated with expressive art in the form of photography, paintings and contemporary furniture and home decor. Fusing the best of old and new world Italian cuisine, ABC offers an eclectic menu ranging from gourmet pizzas to multi-course dinners. Families are welcome and there is a special children’s menu.

With 120 seats, including intimate tables for dining , and room for over 50 people in the attractive bar area, ABC also accommodates large groups for business functions, wedding rehearsals and receptions, special group dining events, and customized private parties.

For more information, go to www.abc-ristorante.com or call (786) 366-1762.

###

Restaurant Launch Sample

April 29, 2015

AUSSIE SUBS AND AUSSIE GRILL RESTAURANTS LAUNCH “NOW TRENDING #PITAS” LIMITED TIME OFFER MAY THROUGH EARLY JULY

Brisbane, Queensland—The Aussie Subs Grill and new Aussie Grill brand restaurants are launching an irresistible new deal for spring, “Now Trending #Pitas.” Available in all restaurants for dine-in or drive-through service from May 4 to July 5, “Now Trending #Pitas” will offer Aussie Subs’ full line of signature pita offerings—served with choice of Greek or Caesar salad, coleslaw or fries—starting at just \$4.99. Wrapped in fluffy pita bread and topped with fresh vegetables, savoury dressings or tzatziki sauce, these hearty meals are perfect for portable dining all summer long.

“Pitas are a quintessential menu item for Aussie Subs and Aussie Grill, and this limited time offer provides guests with an amazing value for this fan-favourite dish,” says CEO John Smith. “With their choice of side, guests can enjoy a full meal for under \$5,” adds Jon Snow, Vice President of Marketing.

“Now Trending #Pitas” Promotion Includes:

- Gyros Pita (\$5.49), featuring authentic gyro meat (beef and lamb) served with lettuce, diced tomatoes, onions and tzatziki sauce in a grilled pita.
- Grilled Chicken Caesar Pita (\$5.49), featuring grilled chicken breast served with romaine lettuce, Caesar dressing, croutons and parmesan cheese in a grilled pita.
- Grilled Chicken Pita (\$5.49), featuring grilled chicken breast served with lettuce, diced tomatoes and tzatziki sauce in a grilled pita, (at 550 calories, meets Healthy Dining’s Nutrition Criteria and is featured on HealthyDiningFinder.com).
- Tuna Pita (\$4.99), featuring a healthy portion of Starkist tuna on a grilled pita served with melted Swiss-American cheese, lettuce and tomatoes.
- Veggie Pita (\$4.99), featuring Swiss-American and provolone cheese melted on a grilled pita with lettuce, tomatoes, house dressing, sautéed mushrooms, green peppers and olives.

During this limited-time offer, each pita is accompanied by a choice of one side: Greek salad; Caesar salad; coleslaw; or a regular-sized portion of Aussie Subs’ famous French fries, recently named a finalist for Best Fries in Brisbane.

With participating locations now offering breakfast and beer, wine and champagne, The New Aussie Subs Grill and Aussie Grill restaurant franchise locations continue to provide guests with a full range of quality dining options, made fresh to order.

ABOUT THE NEW AUSSIE SUBS GRILL AND AUSSIE GRILL

Established in February 2014, Aussie Grill is the new brand extension founded by The New Aussie Subs Grill, Brisbane's largest regional franchise, which has been serving great food for more than 25 years with the first true Aussie Subs restaurant opening in 1988. The iconic fast-casual franchise chain, beloved by fans worldwide, is world-famous for its Philly Cheesesteaks, Wings, Gyros and Fresh Angus Steak Burgers. Delivery and breakfast are available in select locations. For Aussie Grill franchising and other information, visit www.aussiegrillfranchise.com or follow @AussieSubs on Twitter and Facebook at www.facebook.com/aussiesubsgrill.

For more information on The New Aussie Subs Grill or Miami Grill, a full list of locations and menu, please visit www.aussiesubs.com.

Contact-Details:

Jane Doe

040 000 000

jdoe@theaussiegroup.com



Restaurant New Menu Launch Sample

March 21, 2018

FLAT TOP GRILL ANNOUNCES BIGGEST MENU CHANGE IN TWO DECADES

Brisbane, Queensland—ABC Grill, the pioneers of the fresh to order, DIY grill concept, is implementing some major changes. For the first time in twenty years, they will be adding new menu items like burritos, salads, stuffed sandwiches and tacos to complement their more traditional offerings of noodle and rice dishes. With two successful decades under their belt, they are responding to customer feedback and evolving their concept into a fresh food venue that caters to all eating lifestyles. The menu will be introduced at all thirteen locations on March 26.

Their evolution will include the addition of: the XYZ Mighty Burrito (1.5 lbs. of make-it-yourself freshness), Jon Snow, salads and stuffed sandwiches (custom creations nestled in a pocket pita) – all prepared to order. The entire ABC Top Grill menu is prepared precisely to guests' tastes and preferences, whether they are paleo, vegan, nut-allergic, gluten-free or just plain hungry – hence their motto: “They grow it, you pick it, and we cook it.”

“It was our mission to evolve our concept from a ‘stir fry restaurant’ into a fresh food lifestyle venue by expanding the menu and offering more ways to eat healthy. We observed the dining trends and have listened closely to our guests’ feedback over the years. There are so many different dietary preferences and needs these days...we want ABC Top Grill to remain top of mind as the easiest and fastest way to fresh, healthy, delicious food,” states CEO, John Smith.

With a growing number of people living with dietary restrictions and embracing a healthier lifestyle, ABC Top Grill allows guests to create their own meals by choosing from a wide variety of fresh vegetables and proteins and bold, flavourful, multicultural spices. ABC Top enthusiasts now even have more ways to express their culinary creativity.

About ABC Top Grill:

Inspired by the open-air fresh market grills of Asia, ABC Top Grill opened its first location in Sydney in September 1995. They believe each meal should be memorable. Feisty flavours. Stand-up-and-shout textures with ingredients so fresh, your momma will smack them. Customers choose from fresh vegetables and protein while an enthusiastic ABC Top team member prepares the meal precisely to their tastes and preferences, whether paleo, vegan, nut-allergic, gluten-free or just plain hungry.

For ABC Top Grill locations, hours, or more information, log onto www.abctopgrill.com.

Press Contact:

Jane Doe

jdoe@grill.com

04 000 000

###

Restaurant Launch Sample

March 20, 2018

Visit Mountains Announces Opening Date For Jane Doe's Restaurant

Brisbane, Australia—After much anticipation, Visit Mountains, the leading Smoky Mountain vacation planning site, is proud to announce the grand opening date for Southern chef Jane Doe's restaurant.

On April 15, around 10:30 a.m., Jane Doe's Family Kitchen confirmed the new opening date will be April 27, 2018. The restaurant began hiring and training staff earlier this year.

“Ever since Jane Doe first announced that she would open a new restaurant, it has been one of the most talked about topic among both visitors and locals,” said a spokesperson for Visit Mountains. “With our peak season just around the corner, we are sure that this new restaurant will quickly become one of the most popular in the area.”

The new Jane Doe's Family Kitchen will occupy a total of 20,000 square-feet, split between two levels. The downstairs is dedicated to being a retail area where guests can pick up all their favourite kitchen wares and accessories from Jane Doe's new line.

Upstairs is where visitors will find a large dining area that is equipped to seat roughly 300 guests at a time. All of the seats in the dining area are tiered to give each guest a front row view of The Mountain's synchronized water fountain show that runs every 15 minutes.

According to the restaurant's website, reservations for dining will not be accepted. However, families are encouraged to take advantage of the restaurant's call ahead seating service to help cut down on their wait for a table. Call ahead seating will be available up to one hour before your arrival at the restaurant.

The total cost to build the new restaurant is estimated to be around \$20 million, thus making it one of the highest funded new restaurants the area.

Jane Doe's Family Kitchen is the second celebrity restaurant to open. The first was Jon Snow's Margaritaville that opened its doors to guests in February 2017. Both of these restaurants can be found at The Ocean located at 131 Ocean Drive, Brisbane Australia.

Established in 2009, Visit Mountains is the only site travellers need to plan a vacation to the Great Smoky Mountains. Owned by ABC County, Tenn., the program focuses on promoting travel and tourism, in relation to Brisbane area lodging, attractions, dining and shopping.

Contact Details:

Phone: 04000000

Fax: 04000000

Email Id : abc@net.com

###

Restaurant Product Launch Sample

March 21, 2018

XYZ Announces The Launch Of A New Collection Of Specialty Teas

Brisbane, Australia—XYZ announces plans to launch Historic ABC Tea, the first in their new collection of gourmet teas and accessories.

XYZ, a product of the ABC Coffee and Tea Company, is a charming online tea boutique where one can find exquisite, gourmet teas and accessories. The company announced today the release of their new line of specialty luxury teas. Historic ABC is the first of many lines of high end teas offered by XYZ. The company plans to launch the new line of teas on March 26, 2018 at the Teas and Mug™ event being held at the Aussie House.

As ABC Coffee and Tea Company was preparing to create a new tea line, Jane Smith CEO and Owner reached out to current customers, family and friends for ideas for a Brisbane inspired tea collection. Five teas were selected for the collection based on quality and several rounds of taste testing. Smith's desire to add an elegant and unique element to the brand led her to Jane Doe, a local expert storyteller, tour guide, historian and author. Doe's enthusiasm and interest in creating stories for the new project, with Smith and amazing women of history as his muse, added an exciting element and ABC Tea was born.

Each specialty tea offers a unique signature blend, as well an enchanting tale of yesteryear. Each tin features a unique story focusing on five amazing and empowered women from the city. Doe brings the stories to life as the readers are taken on a journey through his passionate art of storytelling. The Collection offers five unique blends presenting sophisticated and rousing flavours that are pleasing to the palate.

Historic Brisbane ABC Tea offers a subtle blend that is rich in flavour, romance and beauty. The high end, luxury teas are created from the finest high grown teas from around the world. The teas come in a beautiful silver tin containing either loose leaf or pyramid sachets and are refillable, adding to their value, uniqueness and keepsake quality. The teas make a wonderful keepsake, gift for the tea lover, history buff or collector. The collection is a true reflection of its namesake city representing the history, deep heritage, beauty and essence of Brisbane, Queensland. To learn more about ABC Tea or get information about the collection launch, please visit the website for more information.

Media Contact:

Jane Smith, ABC Teas™

Telephone: 04 000 000

Email: abcteas@xyzcoffeeandtea.com

Website: <http://www.abc-teas.com>

###

Restaurant Product Launch Template

[date]

{Restaurant Company/Owner} Announces the Launch of {New Product} in

FOR IMMEDIATE RELEASE

{City, State}—{Restaurant Company} announces plans to launch {name of product}, the first in their new collection of {product}.

{Restaurant} is a {ethnicity/food type}-style restaurant that fuses the mouth-watering taste of (flavor/food) with the exciting new technique of (style.) Specialties include (main entrees, appetizers, specials, happy hour deals, drinks, etc.)

(Description of food presentation, ambiance, etc.)

{Quotes from any food critics or stars that have endorsed the chain/restaurant}.

{Boilerplate about restaurant, owner, history of company}.

Contact Information:

{Restaurant Company/Owner}
{Contact person and his/her info}

###

Restaurant Promo Sample

February 10, 2018

World's Greatest Cheesecake Serves Up #CheesecakeLove For Valentine's Day

Brisbane, Queensland -- World's Best Cheesecake is serving up a sweet deal for Valentine's Day by offering \$14 off the retail price of their gourmet chocolate-dipped strawberry cheesecake. Valentine's Day shoppers can use the offer code CHEESECAKELove to save instantly at the company's website www.WorldGreatestCheesecake.com.

World's Greatest Cheesecake is home to the original gourmet, 4-pound cheesecake made with all natural ingredients: farm fresh eggs, real sour cream, pure cane sugar and some of the finest flavours around. The company sells 10 varieties of cheesecake, including New York-Style, Triple Chocolate, Salted Caramel, Strawberry and more. During the holiday season, the company introduced Mason Jar Cakes in 4-pack and 6-pack varieties, which have proven extremely popular among customers who like to entertain.

The order deadline for February 14th deliveries is Thursday, February 12th 5 p.m. EST. Customers can order online at www.WorldsGreatestCheesecake.com or use our exclusive Corporate Concierge service by calling. Offer code valid only with online transactions and Corporate Concierge service.

About World's Greatest Cheesecake®

World's Greatest Cheesecake® and WorldsGreatestCheesecake.com are trademarks of ABC Ventures, LLC. For more information on our products visit www.WorldsGreatestCheesecake.com.

CONTACT:

Jane Smith

Marketing Administrator

Janesmith.abcventures.com

400000000

###

Restaurant Launch Sample

February 23, 2015

Brisbane History on a Plate at ABC Restaurant and Café

Brisbane, Queensland—A question often asked by tourists and residents alike is ‘where can one find the most authentic Brisbane cuisine in Australia?’ Secrets from ancient Brisbane kitchens come alive at ABC Restaurant and Cafe. The hugely popular restaurant, now open at Town Centre in Queensland, offers a rare combination of traditional and modern Brisbane dishes in a unique setting with glimpses of the rich Australia culture and heritage.

Mr John Smith, Principal, ABC Restaurant and Café, stressed, “Local food is one of the first things that tourists search for in a place. At ABC Restaurant and Cafe we serve Brisbane history on a plate. Here diners get to enjoy not just the most authentic local cuisine but also travel back in time to discover our way of life and how it has evolved over the decades. Food is an essential part of any country’s culture and ABC Restaurant and Cafe offers a fascinating insight into our past”.

Mr Smith explained, “Most of the young generation do not know these dishes. Neither do people cook these at home any more as it takes a long time to prepare these following ‘slow cooking’ process in order to get the right taste. Even though it is not easy to prepare these, we decided to include them in our menu in keeping with the spirit of our identity.”

ABC Restaurant is inspired from Australia various facets, it offers diners a unique experience recreated from the age-old traditions way of life. Here, along with glimpses of a bygone era are served the finest Brisbane flavours.

ABC Restaurant & Cafe is open for breakfast, lunch and dinner featuring indoor and outdoor dining areas with both modern and traditional Brisbane style seating.

Contact Details:

Jane Doe

Vice President

Mob: +040 000 000

Email: jdoe

<http://www.jdoe.com>

###

Sports

Announcement of New Team Members Sample

[date]

{Sports Organization} Announces {Trade, Changes to Stadium, Changes to Ticket Prices, Charitable Endeavor, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Sports Organization} is pleased to announce {trade, changes to stadium, changes to ticket prices, charitable endeavor, etc.}, effective {date}.

{more details about the trade or changes in the organization, including relevant statistics}

{More details}

{Quotes from new player, exiting player, team representative, etc.}

{Boilerplate about sports organization, and/or charitable organization, if applicable}.

Contact Information:

{Sports Organization}

{Contact person and his/her info}

###

Registration Open Sample

March 18, 2018

Swimmers Wanted For Local Club!

FOR IMMEDIATE RELEASE

Brisbane, Queensland— A record number of swimmers are expected to sign up for the winter season when the Mayfair Amateur Swimming Club holds its registration day at the Mayfair pool on Saturday, March 24 from 6am.

More than 50 local families involved in summer competition have expressed an interest in swimming from May to August.

Club president John Smith said the aim was to have at least 200 athletes enter for the 25m indoor competition to be held at the Smallville Aquatic Centre starting May 1.

“This is without doubt the best response we have had to the winter competition since its inception nine years ago,” Smith said.

“The huge support is largely due to the success Mayfair ASC has had in the northern districts competition this summer.

“Our swimmers won five out of nine relay titles at the inter-club meet and have been buoyed by their wins.

“Mayfair’s team coach Jon Snow has also given his time providing extra training sessions for those relay teams.”

Unlike the summer competition, the winter swimming club meets on Saturday morning at the Smallville Aquatic Centre, Brighton Road, Highgate Hill between 9.30-11.30am.

The club is open to swimmers aged from 6-100 with events ranging from 15m freestyle races for beginners to 1500m freestyle. Entry fees are 30AUD per person or 60AUD for a family for the winter season.

People wanting to register should see John Smith at the Mayfair Pool, Centennial Rd, Mayfair between 9-11am on Saturday.

FOR MORE INFORMATION

Jane Doe

Mayfair ASC publicity officer

Phone: (02) 9999 9999 Mobile: 0409 999 999

Email: doej@mayfairasc.com.au

###

Registration Open Template

[date]

{Athletes} Wanted For {Club, Organization Name}

FOR IMMEDIATE RELEASE

{City, State}— A record number of {athletes} are expected to sign up for the {Club, Organization Name} {Name of event, date and time of registration}.

{Club or organization president or spokes person's input and purpose of the event}.

{More details about the club or organization and statistics about previous years' activity}.

{Quotes from the coach and existing athletes}.

{Qualifications and registration/entry fees}.

{Boilerplate about sports organization, and/or charitable organization, if applicable}.

FOR MORE INFORMATION

{Sports Organization}

{Contact person and his/her info}

###

Car Rally Championship Sample

March 20, 2018

Australian Rally Championship Kicks Off In Victoria

Brisbane, Queensland—The Carrier-Arvo Rally 2018 will be held next weekend.

It also incorporates the “Focus On Furniture & Bedding Brisbane Rally Championship”

Selected media will be invited for rides in the rally cars during controlled, closed, off-road, forest, media-stages on Press Day, Thursday 22nd. Spectacular viewing from either perspective.

The teams will unveil their championship-contending forest-racers for the first time this year: Toyota, MiniCooper, Subaru, Mitsubishi, Citroen and more.

Brisbane Airport will be the Rally Hub, following the official start in the centre of town on Saturday morning. Crews will head out to forests east of town on Saturday and to the south on Sunday.

The live, online Arvo Rally Media Room is now up and running. Everything at that link is up-to-date and available for use: <https://tinyurl.com/ArvoMedia>

Grab Press Releases, the Event Overview, Images, Maps, Event Logos, Entry List, Competitor Background Stories and more. Live results will be available once the event begins on Saturday morning.

Once the rally is underway, video interviews with the drivers will be uploaded directly to the Facebook page at the end of the forest stages <https://www.facebook.com/ArvoRally/>

Contact Information:

John Smith
media@ArvoRally.com.au
0410000000

The event website, including spectator guides,
<http://www.arvorally.com.au/>

###

Announcement of Event Template

[date]

{Sports Organization} Announces {Trade, Changes to Stadium, Changes to Ticket Prices, Charitable Endeavor, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Sports Organization} is pleased to announce {trade, changes to stadium, changes to ticket prices, charitable endeavor, etc.}, effective {date}.

{more details about the trade or changes in the organization, including relevant statistics}

{More details}

{Quotes from new player, exiting player, team representative, etc.}

{Boilerplate about sports organization, and/or charitable organization, if applicable}.

Contact Information:

{Sports Organization}

{Contact person and his/her info}

###

Technology Media

Launch New App Template

[date]

{Company/Individual} Announces {New App, New Software, Sales Figures, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} is pleased to announce {a new app, new software or hardware, sales figures on a product, etc.}.

{Further details about the news, with specific numbers, product information, etc.}.

{More details}.

{Possibly a place for a quote from someone within a company, the individual releasing this news, etc.}.

{Boilerplate about company and/or individual mentioned in this release}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

###

Launch New App Sample

January 20, 2015

Flash! Launches Free Location Based Transit Alert App Available for Download in the App Store

Brisbane, Queensland – Available today, Flash! is here to provide you commuters across the United States with help in transit schedules/details and in finding the best route for your destination.

Flash! makes mass transit commute hassle-free by providing automated alerts with information on train and bus departures as commuters approach their station. The app provides real-time train and bus status to minimize frustration of missing the train or bus. Not only does Flash! provide you with alerts, you're able to search for directions when needed using the app.

Flash! is now available for Free and requires ios 7.0 or later. The app is available worldwide and in the English language at the Apple App Store. Compatible with iPhone, iPad, iPod, and optimized for the iPhone 5. Flash! provides new updates every 4 weeks, helping in your everyday transit needs.

The Flash! app is sold by XYZ Inc. and has just released version 1.3.

Contact Information:

Jane Doe

Email: jdoe@flashnation.com

Twitter: [@FlashNationApp](https://twitter.com/FlashNationApp)

###

Launch New Wizard App Template

March 21, 2018

XYZ Launches a NEW APP: ABC® Wizard

Brisbane, Queensland—XYZ Belt Drive Systems (<http://www.xyztransmission.com>) is part of ABC Group's Transmission and Mobility business line. Hutchinson has designed the ABC® (<http://www.hutchinsontransmission.com/products-solutions/products/conveyxonic>) belt dedicated to straight & curved roller conveyors.

The ABC® Wizard App (<http://www.xyztransmission.com/resource-nhhhg>)

This app can be used offline. You can choose it in metric or imperial units; and for the US or worldwide market.

With your user account you can receive your calculation results by email.

This app is available in English.

To learn more about the ABC Wizard App, contact [<mailto:marketing.transmission@xyz.fr>]

Contact-Details:

XYZ BELT DRIVE SYSTEMS

Jane Doe

Tél.: +04 000 000

###

Email PR Template

[date]

{Headline About Your News, Event, Product Launch, etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Basic outline of what this news release covers}.

{Expand further on the above paragraph}.

{More details, including links to any relevant websites}.

{Because this is a press release sent via email, here you may embed or include a link to a video related to your news. If you created a video news release to accompany this release, place it here}.

{Boilerplate about company and/or any prominent individuals involved in your news}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

###

Launch New Product Template

[date]

{Company/Individual} Announces {New Product, New Software, Sales Figures, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} is pleased to announce {a new product, new software or hardware, sales figures on a product, etc.}.

{Further details about the news, with specific numbers, product information, etc.}.

{More details}.

{Possibly a place for a quote from someone within a company, the individual releasing this news, etc.}.

{Boilerplate about company and/or individual mentioned in this release}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

###

Launch New Software Template

[date]

{Company/Individual} Announces {New Software, Sales Figures, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} is pleased to announce {new software or hardware, sales figures on a product, etc.}.

{Further details about the news, with specific numbers, product information, etc.}.

{More details}.

{Possibly a place for a quote from someone within a company, the individual releasing this news, etc.}.

{Boilerplate about company and/or individual mentioned in this release}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

###

New Technology Sample

March 20, 2018

New Technology Supercharges Workouts By Over 50%

Brisbane, Queensland — John Smith and Jane Doe have innovated a new technology built into wearable shorts that allow users to more than double the results of any exercise workouts, while providing a full body workout system for fitness enthusiasts as well as serious athletes.

John said, “Studies by the EJM School of Kinesiology have shown that users experience an average of 70% more muscular activity for muscle strength; 50% + more calories burned to shed unwanted pounds; increase in lactate threshold for increased endurance; and increased cardiovascular activity for heart health; all achieved with low level (5lbs – 25 lbs.) resistance.”

Markus James, PhD, Assistant Professor at the EJM of Kinesiology said, “Our preliminary research suggests that using this suit increases muscular activity at the shoulders, hips, knees and ankles during walking and running tasks. The added resistance may lead to more effective weight loss due to the increased muscle activity generated by the wearer.”

The ABC provides the functionality and comparable resistance of over 15 exercise products in one, including weighted vests, wrist weights, weighted clothing, parachutes, the XYZ (platform based product), Mass Suit, etc. While other products target limited areas of the body, the XYZ provides a full body workout.

The XYZ are compression shorts made of a specially formulated nylon fabric that’s laminated with neoprene and reinforced with nylon webbing, giving it a tough yet pliable nature to support high levels of resistance without degrading, while being very comfortable to wear.

The compression shorts have built in attachment points at the legs and hips that act as strong anchors for several levels of resistance latex bands that attach to different areas of the body to target various muscle groups. Horizontal latex bands of interchangeable resistance strengths wrap around the thighs with resistance levels that can be adjusted from five to over 200 lbs on the legs. Optional bands wrap around the arms with resistance from five to 100 lbs.

The XYZ doesn’t use any weights, instead creating resistance through the user’s natural motions. At less than three pounds, the XYZ has minimal hardware and is extremely comfortable to wear for longer periods of time. The combination of its light weight, the fact it’s wearable, with resistance levels surpassing the most sophisticated equipment on the market, along with the ability to use it anywhere, for any length of time, raises the bar for resistance training. It’s a tool not just for athletes, but for people of all ages and fitness levels. With the improvements users gain in speed, agility, explosion, and endurance. It’s easy to see why users feel like they’re the bionic man or woman after training with the XYZ.

John and Jane have launched a MIX crowd funding campaign to raise \$20,000 in support for their company. Backers can pledge from \$18 to \$5,000 for incentives that include special early bird discounts on the XYZ for under \$100.

Sydney-based ABC Resistance and Conditioning LLC is a fitness apparel company that's leading the way with an innovative approach to strength and conditioning with their flagship product the Bionic Resistance Shorts (BRS). The inventor John Smith is a former standout track and field athlete and a biology pre-med graduate. He is considered an expert in the field of resistance conditioning. Co-founders John Smith and Jane Doe are available for phone interviews or live interviews in the Sydney. For additional articles or more information, visit <http://www.abconditioning.com>.

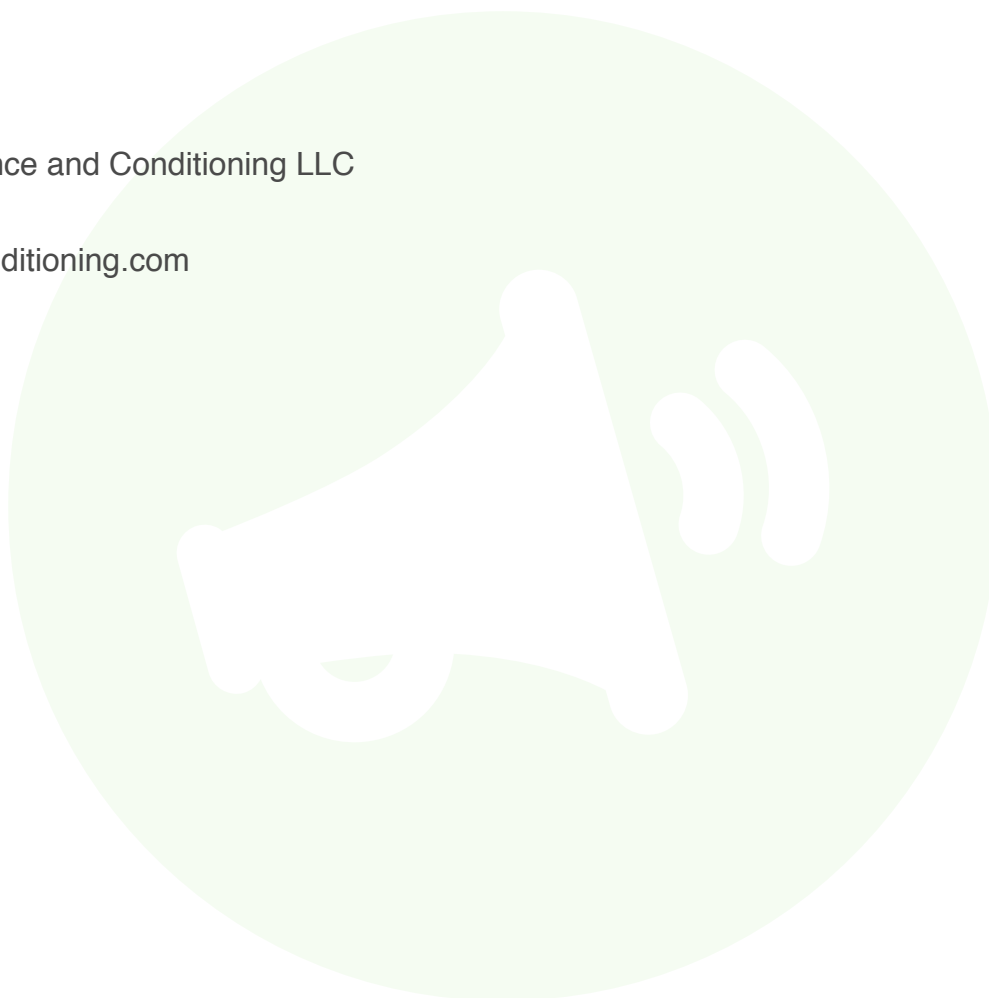
Contact:

John Smith

ABC Resistance and Conditioning LLC

0499999999

john@abconditioning.com



Product Launch Sample

March 22, 2018

The World's Smallest and Most Cost-efficient IoT Capable Printed Circuit Board Unveiled at the New IoT Summit in Sydney

Brisbane, Queensland—Developed by Queensland based IoT and transport intelligence company ABC, the world's smallest IoT focused Printed Circuit Board (PCB) has been unveiled at the Everything IoT Summit in Sydney.

Utilising the low-cost data network, DEF, the new PCB, named the GHI SA4, is enabling a fundamental shift in the uptake of IoT devices for industries which have previously been excluded from IoT implementation, due to the cost of scale.

Speaking at the New IoT Summit, CEO of ABC John Smith stated that companies which had previously looked at technology for monitoring low-value assets and found the options to be cost-prohibitive now have access to a reliable and cost-efficient solution provided by the GHI SA4. "The value of goods in transit no longer matters, the process itself matters. A duty of care rests with the distributor and retailer, and we can now largely eliminate IoT implementation cost barriers for tracking items such as individual pallets in transit, or livestock which are roaming large remote farms not serviced by mobile networks," Mr Smith said.

The ABC developed GHI SA4 was demonstrated paired with the company's Augmented Reality (AR) application, which communicates with the IoT devices via ob , the company's existing software platform used to retrieve live IoT data. These end-to-end pairings allow 3D representations of map and asset data to be overlaid in a real-world environment, such as on a table in an office.

"The conversation has changed from tracking a \$100,000 truck to now tracking a \$100 pallet," said Mr Smith. "We have been building tracking platforms for 12 years, and being able to release a cost-efficient end-to-end hardware and software solution, coupled with the next generation of Augmented Reality data visualisation tools is incredibly exciting."

About ABC

ABC is a Brisbane based company which develops white-label GPS tracking hardware and software, allowing companies to track and manage assets quickly and easily. Headquartered in Brisbane, CEO Mr John Smith founded ABC in 2005.

Contact Information:

John Smith

040 000 000

jsmith@gps.com

###

Social Media PR Template

[date]

{Social Media Outlet} Announces {New Feature, New Website, Charitable Donation, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Social media outlet} will {description of what the outlet is doing}, which will {details on what this will do, and/or who it will target}, starting on {date}.

{Details about what consumers can expect as a result of this news}.

{More details, with maybe a specific story about something exciting about this news.}

{More details, which might include a quote from a pertinent individual related to this news}.

{Boilerplate about company and/or any prominent individuals involved in this news}.

Contact Information:

{Social Media Outlet}

{Contact person and his/her info}

###

Launch New Website Template

[date]

{Company/Individual} Announces {New Website, New Software, Sales Figures, Etc.}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} is pleased to announce {a new website, new software or hardware, sales figures on a product, etc.}.

{Further details about the news, with specific numbers, product information, etc.}.

{More details}.

{Possibly a place for a quote from someone within a company, the individual releasing this news, etc.}.

{Boilerplate about company and/or individual mentioned in this release}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

###

New Website Sample

March 31, 2015

Click4Sport Tees Off a New Website

Brisbane, Queensland—Click4Corp has redesigned their website aimed at Plano Golfers: Click4Sport

<http://www.click4sport.com/> has a redesigned user interface and user experience aimed at reviving the popularity of Click4Sport's services. The new website incorporates the redesigned logo, as well as a colour scheme based on the logo. The site also has a newly updated member program, as well as many more services for the visitors of Click4Sport.

The site functionality is completely redone in order to utilize responsive design. This allows the site to be more accessible, especially on mobile, which is beneficial for people looking for information and services on the go. Since deals, tournament info, videos, and ads from Golf businesses are hosted on this site, the mobile capability allows people to access all of this whenever, wherever. Convenience is key, and responsive design turns this site in the direction of being an easy to use, efficient mean to access many golf related services. The responsive design on the site allows elements on all pages to resize and rearrange based on variables such as screen size, resolution, browser, screen orientation, and many more.

Having a larger amount of people able to view the site is essential in order to provide its services. This is because there is a new membership system in which Golf related businesses may sign up to have their ads and services featured on the website. The membership functionality is expanded which promotes the connection between the businesses and the site users. Both the businesses and site visitors have an easier time communicating with Click4Sport as well because of the revamped contact form and ability to connect to their social media directly from the site. All the new elements on the site put together a user experience and interface that is modern and efficient.

About Click4Com:

Click4Com (<http://www.click4com.com>) is a growing professional Internet web hosting and design firm, providing quality business solutions designed for small and medium-sized organizations. They provide services that utilize Internet technology to create new business opportunities for clients. Click4Com is dedicated to guiding our clients through the decision making process about what solution best meets their objectives. In addition, we place emphasis on ensuring they are comfortable with details such as our support quality, pricing structure and industry standard features. We are committed to offering change in the Internet hosting industry by placing value on tradition.

Contact Details:

John Smith

js@click4sport.com

040 000 000

<https://www.facebook.com/Click4sport>

###

Website Launch PR Template

[date]

{Company/Individual} Launches {New Website}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Individual} will launch {new website}, a website devoted to {content of the site and/or target audience} on {date}.

{New website} will {more details about what consumers can expect from this website, including what services it will provide, if any}.

{More details, with maybe a specific story about something exciting the website will do and/or provide}

{More details, which might include a quote from a pertinent individual related to the launch, or even from a consumer excited about the new site}.

{Boilerplate about company and/or any prominent individuals involved in this website launch}.

Contact Information:

{Company/Individual}

{Contact person and his/her info}

###



Send a press release today!

getthewordout.com.au