

# Press Release Templates for 2025: **The Modern Release Formula**

Write more effectively, get seen  
faster, and earn more coverage

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# Press Release Templates Optimized for Journalists and Bots

Whether you're launching a new product, announcing funding, or unveiling research, a modern, AI-optimized press release template is an essential tool in 2025. These templates ensure your treasured message uses best practices for formatting, engagement, and discoverability. Each template includes reader-focused headlines, compelling quotes, hyperlinks, structured summaries, and strong CTAs — written with the reporter's audience in mind.

## Maximizing Your Releases SEO and AI Visibility Options

In our rapidly evolving technology landscape, creating a successful press release means writing content for both humans and AI algorithms.

### Optimize your press release with these AI-friendly tactics:

- Use Google Trends to validate headline keywords.
- Keep headlines short, clear, and action-driven (40–70 characters).
- Use bullet points, bold text, headers, and short paragraphs.
- Descriptively name included multimedia files (e.g., Company-Launch-New-Product.jpg).
- Leverage GlobeNewswire's built-in SEO fields (Tags, Release Summary).



**Why it matters:** Editorial coverage is a key component of revenue growth. Notified's Media Contacts Database boosts the effectiveness of your press release by getting it in front of the exact reporters who are most likely to cover it. Used alongside GlobeNewswire distribution, it ensures your story gets seen, covered, and acted upon.

## Increase Reach and Impact With Notified's Media Contacts Database (MCDB)

MCDB paired with GlobeNewswire unite global distribution and targeted reach to increase visibility and coverage.

### Use Notified's Media Contacts Database to:

- Replace outdated media lists with continuously updated, searchable journalist data.
- Find the right journalists using context-driven smart search to match coverage and relevance.
- Personalize your pitch with smart, timely angles tied to current news.
- Track engagement and refine campaigns with built-in analytics.
- Build long-term relationships with the right media contacts.



## Optimal Press Release Element + Format Checklist

- Reader-focused headline with action verb and benefit
- Subhead that extends value in sentence case
- 1–2 sentence summary of the story’s impact
- Opening paragraph with who, what, where, when, why, and how
- A multimedia asset that shows the story you want to tell
- A bold, attributed quote with insight or emotion
- Supporting stats, customer examples, or visual context
- Hyperlinks to relevant websites or downloads
- Company boilerplate with website link
- Contact info: name, title, phone, email
- CTA: Learn more, RSVP, Download, Visit site, etc.
- Social CTA: Follow or engage via LinkedIn, Facebook, X, Instagram
- Distribute via GlobeNewswire, leveraging our long-term, trusted relationships, reach, structure, and visibility

### What is the best time to issue your release?

- **Best days:**  
Tuesday–Thursday
- **Avoid:** Mondays, Fridays, weekends, and late afternoons
- **Ideal times:**  
Between 5:00 AM and 9:00 AM local time
- **Scheduling tip:** Avoid the rush at 8:00 AM ET. Consider off hour (e.g., 8:17 AM ET) to increase visibility.

### What Do Reporters Want?

- News they can authenticate and trust
- A media-friendly image required for publication
- Natural and emotional quotes, relevant data, and contextual information to add depth to your news



**Avoid:** Legal-speak, fluff and quotes that do not enhance your story

# Successful Press Release Templates

## New Business Launch

<b>HEADLINE</b>	[Company Name] Launches to Help [Audience] [Solve X or Gain Y]
<b>SUBHEAD</b>	New [Industry] Startup Tackles [User Pain Point or Market Gap]
<b>RELEASE SUMMARY</b>	[X announces Y for Z]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company Name] launched today with a mission to help [audience] [benefit or solve key issue], introducing [product/service].
<b>BODY</b>	Founded by [Name], [Company] delivers [USP] for [target users]. It's available at [website] and backed by [notable detail].
<b>QUOTE</b>	"[Compelling quote from CEO/founder]," said [Name, Title].
<b>MULTIMEDIA</b>	Include logo, product image, or video.
<b>MULTIMEDIA CAPTION</b>	"[Company Name] helps [audience] [solve problem or gain benefit]."
<b>CTA</b>	Learn more at [URL] and follow us on [Social Handles].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[Startup launch], [product category], [industry], [company name]
<b>BOILERPLATE</b>	[Company] is a [short description]. Visit [Website].
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## Funding Announcement

<b>HEADLINE</b>	[Company] Raises \$[Amount] to Expand [Value Prop] for [Users]
<b>SUBHEAD</b>	[Round] Led by [VC Firm] to Help [Target Outcome]
<b>RELEASE SUMMARY</b>	[Who raised what, from whom, and why.]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company] announced a \$[amount] funding round led by [VC Firm] to scale its solution for [problem or audience].
<b>DETAILS</b>	This brings total funding to \$[X] and supports plans to [key use case].
<b>QUOTES</b>	“[Visionary quote],” said [CEO]. “[Why we invested],” said [Investor].
<b>MULTIMEDIA</b>	Headshots of founders/investors, logos, product demos.
<b>MULTIMEDIA CAPTION</b>	“[Investor X] backs [Company] to transform [market or behavior].”
<b>CTA</b>	Read the full story: [link] - and join the conversation on [social links].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[Startup funding], [Series A/B], [investor name], [problem being solved]
<b>BOILERPLATE</b>	[Company description, URL.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## Research, Guides, or Data

<b>HEADLINE</b>	[X]% of [Audience] Miss [Opportunity/Compliance] - New Study Reveals Impact
<b>SUBHEAD</b>	[Report] Shows How [Group] Can [Avoid or Fix Problem]
<b>RELEASE SUMMARY</b>	[X% impacted by Y]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - According to a new report from [Org], [X]% of [group] [do something wrong or miss something important], creating [consequence].
<b>KEY FINDINGS</b>	[Stat or behavior] [Trend or change] [Insight or gap]
<b>QUOTE</b>	“[Why this matters and how to act],” said [Author/Analyst].
<b>MULTIMEDIA</b>	Chart, infographic, research summary thumbnail
<b>MULTIMEDIA CAPTION</b>	“New data from [Org] reveals gaps in [audience behavior].”
<b>CTA</b>	Download the full report here: [link] and join the conversation on [Social Platform].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[2025 research], [consumer trends], [compliance gap], [report title]
<b>BOILERPLATE</b>	[Company description, URL.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## Community Engagement Initiative

<b>HEADLINE</b>	[Company] Launches [Initiative] to Help [Community] [Benefit or Solve X]
<b>SUBHEAD</b>	[Program] Empowers [Target Group] Through [Mechanism or Support]
<b>RELEASE SUMMARY</b>	[New Program and benefit on Y.]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company] introduced [Program], designed to help [group] [achieve goal or overcome obstacle].
<b>PROGRAM DETAILS</b>	Includes [funding, volunteering, resources, etc.]. Partners include [names].
<b>QUOTE</b>	“This is how we give back,” said [Leader, Title].
<b>MULTIMEDIA</b>	Ribbon-cutting, map, interior photos
<b>MULTIMEDIA CAPTION</b>	“[New office] opens to serve [region/clients].”
<b>CTA</b>	Explore the office at [link] and engage via [social].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[New location], [regional growth], [job creation], [HQ expansion]
<b>BOILERPLATE</b>	[Company info, URL.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## New Location Opening

<b>HEADLINE</b>	[Company] Expands to [City] to Support [User Need] and Growth
<b>SUBHEAD</b>	[Location] Will Provide [Services] to [Community or Clients]
<b>RELEASE SUMMARY</b>	[New Location Serves Y.]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company] opened a new office/location in [City] to better support [audience] through [services or resources].
<b>DETAILS</b>	The [size]-sq. ft. facility supports [operations] and will employ [number] locally.
<b>QUOTE</b>	“We’re proud to invest here,” said [Name, Title].
<b>CTA</b>	Explore the office or team at [link] and engage via [social].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[New location], [regional growth], [job creation], [HQ expansion]
<b>BOILERPLATE</b>	[Company info, URL.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## Product Launch

<b>HEADLINE</b>	[Product Name] Helps [Users] [Save, Solve, Improve] in [Category]
<b>SUBHEAD</b>	New [Product Type] Now Available to [Target Market]
<b>RELEASE SUMMARY</b>	[X does Y Solving Z]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company] launched [Product], a tool to help [users] [solve problem or achieve X] using [tech or approach].
<b>FEATURES</b>	[Highlight 1] [Highlight 2] [Highlight 3]
<b>QUOTE</b>	“This changes how [audience] [does X],” said [Lead/Customer].
<b>MULTIMEDIA</b>	Product image, GIFs, demo video
<b>MULTIMEDIA CAPTION</b>	“[Product] enables users to [outcome] faster.”
<b>CTA</b>	Try it now: [link] and follow us on [social platform].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[Product launch], [AI tool], [category keyword], [feature keyword]
<b>BOILERPLATE</b>	[About the company, URL.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## Key Executive Hire

<b>HEADLINE</b>	[Company] Appoints [Exec Name] as [Title] to Lead [Area] Innovation
<b>SUBHEAD</b>	[Name] to Drive [Strategy or Growth] for [Team or Market]
<b>SUMMARY</b>	[Who is hired, role, and why it matters.]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company] named [Exec] as its new [Title] to lead [division/strategy], aiming to [improve X for Y].
<b>DETAILS</b>	[Name] brings [experience] from [company or industry].
<b>QUOTE FROM CEO</b>	“[Quote about fit and vision],” said [CEO Name].
<b>QUOTE FROM EXEC</b>	“I’m thrilled to join [company] and lead [initiative],” said [Exec].
<b>MULTIMEDIA</b>	Executive headshot, quote graphic
<b>MULTIMEDIA CAPTION</b>	“[Product] enables users to [outcome] faster.”
<b>CTA</b>	Meet our leadership: [URL] - Follow us on [LinkedIn/Facebook].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[Executive hire], [leadership announcement], [role + industry]
<b>BOILERPLATE</b>	[Company description, website.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

## Strategic Partnership Announcement

<b>HEADLINE</b>	[Company A] and [Company B] Join Forces to [Achieve X for Users]
<b>SUBHEAD</b>	Partnership Delivers [Key Outcome] for [Audience or Market]
<b>RELEASE SUMMARY</b>	[Who's partnering, what they're doing, and value to end user.]
<b>OPENING PARAGRAPH</b>	[CITY, STATE – DATE] - [Company A] and [Company B] announced a strategic partnership to [do something together], benefitting [target user or industry].
<b>DETAILS</b>	The partnership will [include products, integrations, or joint efforts].
<b>QUOTES</b>	"[Why this matters]," said [Exec A]. "[Vision for success]," said [Exec B]. "[Impact]." Customer 1.
<b>MULTIMEDIA</b>	Logos together, mockup of joint solution
<b>MULTIMEDIA CAPTION</b>	"[Companies A + B] align to deliver [shared result]."
<b>CTA</b>	Learn more: [link] + Join us on [social].
<b>RELEASE TAGS (TOP SEARCH TERMS)</b>	[Partnership], [industry collaboration], [companies involved], [shared audience goal]
<b>BOILERPLATE</b>	[Company bios, contact info, website.]
<b>CONTACT INFO</b>	[Name], [Company], [Phone and/or Email]

# Conclusion

To get more attention in 2025, press releases must be relevant, well-timed, personalized, and optimized for both traditional and AI search.

These templates provided by your partners at GlobeNewswire serve as your foundation—but the secret lies in tailoring each release to your audience, your news, and your media targets. Always ask: Why would this story matter to the journalist’s audience?

**Use this kit to write more effectively, get seen faster, and earn more coverage — discover why GlobeNewswire is the newswire of choice for modern PR professionals.**

## Click a box to learn more



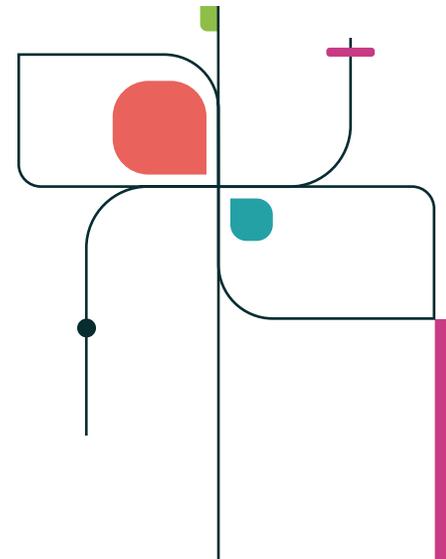
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## About Us

Notified’s Public Relations solutions combine expert editorial services with AI-powered media targeting to help you reach global audiences, personalize outreach, and drive measurable impact.

Our fully integrated platform includes GlobeNewswire press release distribution, a real-time AI-enhanced Media Contacts Database, media monitoring, and performance analytics, built to simplify workflows and maximize earned media.