**NEW Program LAUNCH OR SERVICE**

Utilize this template for the announcement of a new programs or services you’ll be providing. To tailor of media outlets ensure when sending to print or online outlet to include a photo and information for purchasing or booking services.

TEMPLATE

FOR IMMEDIATE RELEASE

MEDIA CONTACT

ORGANIZATION

PHONE

EMAIL

PRESS RELEASE TITLE SHORT & SWEET

Subhead, maximum one line, sentence to frame the press release title.

*CITY, STATE:* Company name is announcing {product/service} that/to/transition to showcase the benefit of the product or service in the first line also incorporate your target customer whenever possible. EX. *Community Action Association of Pennsylvania is launching a new template library to assist their members in a robust approach to media pitching.*

“Quote from yourself, happy client, or executive on your team,” stated {name, title}, “compete quote.”

List the highlights. Feature and benefits include:

* Highlight #1 EX. *This program will assist organizations to feel confident in formatting their press releases.*
* Highlight #2 EX. *Public relations templates help eliminate the guess work for successful media pitches.*
* Highlight #3 EX. *Accessibility to templates will increase media working with Community Action across the state of Pennsylvania.*

{Program/Service} is available/or will be available beginning {date}, at {price point or range}. For more information on {product/service}, visit {VANITY URL OF PRODUCT PAGE}.

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### About {Company}: 3-4 sentences describing your company’s mission and it’s recent accomplishments. Always include a link to your main website. *EX. Community Action Association of Pennsylvania (CAAP)The mission of the Community Action Association of Pennsylvania is to strengthen, advocate for, and empower the state network of Community Action Agencies to effectively address issues of poverty. Learn more at* [*thecaap.org*](http://www.thecaap.org/)