



Christmas press release template

1

Write your heading

(5-10 words) include the words 'new' and 'launch' if product is new + product type + Christmas or festive eg.

New Christmas Cookware Gifts for Bakers

Christmas gifts for the traveller

New Eco Christmas Gifts for Teenagers

2

Write an intro paragraph

Pad out the header with the Christmas gift segment (refer to our other pdf for ideas) product description and names and any key interesting facts.

eg. vegan / sustainable / where they were made, etc and include company name.

This Christmas these beautiful cacti and planters from [company name] make lovely eco friendly gifts and are also an idea for homeworkers to brighten up their desks. They are made from concrete and are available in 7 colours.

3

Insert images

Use both cut-out and lifestyle if available

Label with name and price. Include low-res in the release but have high-res available

4

1-2 paragraphs expanding on the products

Materials, dimensions, interesting information about them

Try to tell a story... How did you come up with the idea for it? What makes it different from everything else on the market this Christmas? Is there something in the production, materials or in your personal story that makes this product or your company stand out?

5

Summary of your company

Include a stockist website

Available from www.plantercentre.com -

If you are a trade supplier say stockists available on www.companyname.com or choose a preferred supplier for PR

6

Press contact information

Name, email and phone number

7

Samples

If available

