

# Press release template

1

## Write your heading 5-10 words

Include the words 'new' and 'launch' if product is new + product type + season / trend eg.

- New zero-waste eye masks for Mother's Day
- Eco wooden lighting collection launched for S/S 2022

2

## Write an intro paragraph

Pad out the header with the trend, season, product description and names and any key interesting facts.

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

3

## Insert images

Use both cut-out and lifestyle if available. Label clearly with name and price. Include low-res in the release but have high-res available. Link out to where the journalist can get high res images (done automatically on Press Loft releases)

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? 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 and telephone number.

6

## Press contact information

Name, email and phone number

7

## Samples

If available