

# Press Release Writing Guide

A press release is an official document written for the media (newspapers, magazines, radio, television, digital and web publications) providing information on a given topic.

## Be objective and factual

- A press release is a document presenting objective, fair, accurate and **factual information**.
- A press release is not an article, a sales pitch, a promotional text, the content of a website, or even the text of a contest submission.
- Do not use promotional, poetic or subjective language; avoid words such as best, extraordinary, incredible, successful, impressive, etc., as much as possible.
- Always write the text in the **third person**.
- It is preferable to keep the style simple and clear, with short sentences.
- Be **relevant** and **focus on usefulness**.
- Write specifically for the media for publication; any press release must have a minimum of **journalistic interest**.
- Ask yourself: What is the main message I want to communicate?
- Keep in mind that journalists are looking for two things: **the new and the unpublished**.
- The order should not be left to chance: the elements should be addressed in order of importance, from most important to least important.

## The structure of the text

A press release should be well structured to meet the needs of the media. The recommended length is between **400 and 800 words**, but there is no minimum or maximum length if the information provided is relevant and useful.

## - The title

- Must be **short** (a few words are enough, a full sentence is not necessary) and **catchy**.
- Must represent the project, story or subject in a clear and simple manner. Don't be vague or poetic, be direct.
- Can be limited to the name given to the project.
- **Do not write the words in all capital letters**. Do not use text formatting.

## - The subtitle

- Optional. The subtitle can complement your title.
- Do not repeat information already present in the title or in your first paragraph.
- The subtitle may be longer than the title and should express a complete idea.
- **Do not capitalize words**. Do not use text formatting.

# Press Release Writing Guide

## - The summary

- A first short, catchy paragraph that clarifies the **essence** of the information.
- The aim is to spark interest and encourage journalists to keep reading.
- Include the famous **Who, What, Where and When**. The executive summary alone should make the reader understand the purpose of the news release.

## - The body of the text

- Expand on the details of the news or project by describing **how and why**.
- Sentences and paragraphs should be short and concise: one paragraph for each main idea; break long sentences into several short sentences to maintain clarity.
- We strongly recommend using short, concise subtitles to divide your news release into **several sections** for ease of reading (lower case and bold).
- You can use one or two **quotes** to illustrate or support what you are announcing; this can be useful when you need to communicate a rather personal or subjective comment. Always be relevant.
- Do **not write** words or groups of words all in **capital letters**. You can use **moderate formatting** of your text (use of bold or italics) and hyperlinks.
- Add a conclusion at the end of your press release.

## The Data Sheet

Press releases presenting projects or products should end with a data sheet; provide **practical information** and mention the **collaborators** involved in the project or product concerned. Here are a few examples (choose only those relevant to your project, or add items not shown here):

### - For a project

- Official Project Name
- Location
- Client
- Architects/designers
- Project Manager
- Design team
- Collaborators
- Engineers
- Landscape Architect
- Suppliers
- Lighting Designer
- Project sector
- Budget
- Project completion date
- Photographer
- Etc.

# Press Release Writing Guide

## - For a product

- Product name
- Collection name
- Materials
- Treatments
- Color
- Options
- Dimensions
- Photographer
- Uses
- Designer or design team
- Product launch date
- Suggested price
- Details
- Etc.

## About your company

It is important to include a summary presentation of your firm or company at the end of your news release so that readers can learn more about your work and career path.

- Write «About [name of your firm]» in bold.
- 1 or 2 paragraphs maximum
- Always write the text in the third person.
- You can talk about awards or distinctions you have received but avoid mentioning the publications that have published your projects. Remember that you are talking to journalists who will not want to know that you have already been published.

The sections 'For more information' and 'Media Contact' are independent sections and you will be able to add them directly on the platform. Don't include them in the 'Press Release' section unless you add other contacts.

The symbol -30- will also be added automatically.

## Examples on v2com

For examples, we invite you to browse the [v2com](#) newsroom and read press releases that present projects similar to yours. You can also use the search tool.

To get the best results, we strongly recommend that you hire a professional writer to write or edit your press release. v2com offers writing and translation services.

**Contact us for more information:  
[info@v2com-newswire.com](mailto:info@v2com-newswire.com)**