[Post your job](https://employers.indeed.com/p/post-job?hl=en&co=US&&isid=SMBdownload_press-release) *on Indeed or find more templates and samples in the* [Employer Resource Library](https://indeed.com/hire/resources?isid=SMBdownload_press-release)*.*

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# Event press release

[Company name]

FOR IMMEDIATE RELEASE

[Company contact name]

[Phone number]

[Email]

[Website]

[Headline]

What: [Name of the event]

Where: [Location of the event]

When: [Date and time of the event. Include time zone.]

Details: [Include pricing, dress code and any other important event details.]

[Paragraph explaining the event in detail]

Sponsors:

[List any sponsors]

[Provide a boilerplate description of your business and the services and products you provide.]

# Crisis press release

[Company name]

[Release date — choose a date on which your company will be prepared to answer any questions.]

[Company contact name]

[Phone number]

[Email]

[Website]

[Headline]

[Explanatory paragraph that provides the basic details of the company crisis.]

[Body paragraph that describes the incident in detail.]

[Body paragraph that provides a solution or plan to mitigate damage caused by the crisis.]

[A quote from a company leader reassuring the public about the status of the company.]

[A call to action that tells readers where they can go for up-to-date information.]

# New product press release

[Company name]

FOR IMMEDIATE RELEASE

[Company contact name]

[Phone number]

[Email]

[Website]

[Headline]

Product name: [Name of the product]

SRP: [Price of the product]

Launch date: [Date the product will be available in stores]

Retailers: [Where the product will be sold]

[Body paragraph that describes the product’s main features.]

[A quote from a company leader about the efficacy of the product.]

[Body paragraph that provides information about the company.]

[A call to action that tells readers where they can go for more information about the product.]

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