

Press Release Writer

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Writes a professional press release — headline, dateline, body, quotes and boilerplate — for an announcement, in inverted-pyramid style. Use it for a launch, funding, partnership or milestone. For pitching it use the Media Pitch Writer.

Purpose of this tool & output

Write a newsworthy, ready-to-send press release

How the output is used

Use it to write a newsworthy, ready-to-send press release — a release structured the way journalists expect.

Important cautions

Verify all facts and get quote approvals before distribution.

Companion documents

- PR Strategy Builder
- Media Pitch Writer
- Media List Planner
- Crisis Communications Plan
- Thought Leadership Content
- Award Entry Writer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.