Press Release Example and Tips

All press releases should be written in an industry standard format.

Please submit press releases as a PDF to Lisa Samuelson: lisa@samuelsoncom.com

Press release tips:

General:

- Tips: be as descriptive and specific as possible. Avoid promotional marketing fluff, clichés, hyperbole and words such as spacious cockpit/salon, world class, cutting edge, revolutionary, unparalleled luxury, etc.
- Include your booth number at the Seattle Boat Show in the release so people know where to find you.
- Nobody likes long blocks of content, so use bullets to your advantage to break up the text.
- If including a quote, make sure it says something and adds value /insight to the announcement. Saying 'we're excited or thrilled to…" is meaningless. Also avoid extreme exaggerations: having your CEO say that your product is the next best thing to sliced bread is typically a very bad idea.
- A quote should be its own paragraph. Don't include anything else in that paragraph but the quote and its attribution. Make sure that every quote has an attribution — you don't want to have a quote just floating out there with nobody saying it.

For products:

- What is new or noteworthy about your product?
- If it's a new version of an existing product, what are the key new features?
- How does the product help boaters/improve the boating experience?

For boats:

- Is this any kind of debut for the boat? Not for the model year but the boat itself. E.g. West. Coast or US Debut?
- Are there any new features on the 2020 model that weren't on the 2019 model?
- If you had to pick 2-3 features of the boat that make it stand out from the competitors and would make someone want to tour the boat at the show, what would they be?

Press release template:

Your Logo

Contact Name
Organization (Agency or Company)
Phone Number
Email

HEADLINE (ONE LINE ONLY)
Optional Subhead: More Detail As Needed, One Line Only

***City, State, Date*:** Start off with a concise lede: briefly and explicitly state the information you need to share. Include who, what, when, where, why, and how and lead with the most important information. No need to wax poetic – remember to get straight to the point here. What are you displaying at the Seattle Boat Show and why is this notable/newsworthy. In other words, why would a boat show attendee care about this?

Body copy – 2-4 paragraphs (Including a quote if you choose to include one). The body of your press release should expand the content of the first paragraph. Each paragraph should be no more than 3 or 4 sentences. Break up the body accordingly, but make sure that each paragraph is cohesive and flows well from the preceding paragraph. Explain the key features and benefits of the product(s) or boat(s)

About Your Company*:* Called boilerplate, this is a short, 3-4 sentence description of your company along with a link to your homepage.

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