



ENTREPRENEURS
WITH STYLE.

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Sample Press Release Outline

TITLE:

Your title is probably the most important part of the press release. It's what hooks your reader and gets them interested. Not only that, it must hook a journalist in order for them to want to run it. Try to keep the title 100 characters and under. Why? Because if it gets distributed online, it will be easy for others to Tweet!

LOCAL WOMAN MAKES JEWELRY OUT OF HORSE HAIR FOR HOLLYWOOD FASHIONISTAS.

You want to keep reading, don't you?

SUMMARY:

You want to take a few sentences to wrap up the entire story in the summary. Around 250-300 words. Start the paragraph with a dateline. A dateline includes the city where the story is and the date. (LOS ANGELES, CA – August 5, 2010)

(LOS ANGELES, CA – August 5, 2010) A local LA woman has created a unique line of handmade jewelry from the horse hair of her three pet horses, Jinx, Jany & Jibs. The line includes earrings, rings, necklaces and bracelets that she carefully creates using horse hair, precious metals and resin.

BODY & QUOTE:

The body of the press release will be where you explain the details of your news story. In the body of the press release will be a quote from you, a team member, a client or another person of interest/influence.

Libby Stratford grew up riding and taking care of horses since the time she was six years old. When her father started selling some of the horse hair to a company that made bows for fiddles, Libby realized that horse hair could have other uses that when sold might benefit her family.

Creating interesting designs with horse hair and preserving them in resin, Libby's designs have garnered attention from Hollywood A-Listers such as Jennifer Lopez and Kate Hudson. "I have never come across anything as unique as Libby's jewelry. I'm fascinated by it and can't wait to see her collection grow." says Meryl Streep.

ABOUT THE COMPANY:

In this section, you will give a brief description of the company. Just a quick paragraph that sums up what the company does and who they are.

Libby Stratford started 3J Designs in March of 2010 in Los Angeles, CA. She features high-end jewelry created with real horse hair that is found after grooming and never plucked. Using high-end metals and resin, the jewelry is very unique and highly sought after by housewives and celebrities alike.

CONTACT INFO:

Offer up all of the contact info you possibly can. Most publications won't even publish your content if you don't include contact info. Include address, phone number, email address, website address, etc.

To learn more about Libby's designs you can visit her showroom, 3J Designs at 123 Street, Los Angeles, CA, call 888-888-8888 or visit her online at 3J.com.