

The Complete Press Release Kit

Eight announcement templates, each with a filled example from a published release, plus a pre-send checklist, a boilerplate worksheet, a media contact list, and a pitch email template.

How to use this kit

Each template marks what you type in [brackets] and what you delete in gray italics. Replace every bracket, delete every gray line, then search for [to catch anything you missed.

Keep every release to one page and the About paragraph between 60 and 100 words. Write short sentences, use numerals for 10 and up, and skip exclamation marks. Section 9 has the full pre-send checklist.

Free from MediaBoost: mediaboost.press/press-release-templates

Contents

Templates

1. Event press release template	page 3
2. Product launch press release template	page 6
3. New hire press release template	page 9
4. Music press release template	page 12
5. Funding press release template	page 15
6. Crypto token launch press release template	page 18
7. Book launch press release template	page 21
8. Acquisition press release template	page 24

Tools

9. Pre-send checklist	page 27
10. Boilerplate worksheet	page 28
11. Media contact list	page 29
12. Pitch email template	page 30

1. Event press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Company] announces [Event Name], a [format] for [audience] on [dates]

[Subheadline: one sentence adding the strongest fact the headline left out, like what attendees get]

[CITY IN CAPITALS], [Country], [Month] [Day], [Year] -- [First sentence: who is hosting what event, in which format, on which dates, and where it happens or streams, ending with what attendees get or what entry costs]

What: [Event name, one line]

When: [Date, start and end times, timezone]

Where: [Venue and street address, or streaming URL]

Who: [Hosts and headline speakers]

[Why now: one or two sentences on the trend that makes this event timely, with a number behind any claim]

[Program highlights: up to three sessions or speakers, with every person's full name and title spelled out]

[Registration: the one sign-up link, plus one sentence on the deadline, capacity, or who the ticket covers]

"[Why this event matters now, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About paragraph: what the company does, who it serves, since when, and one or two facts a journalist can verify, ready to paste into an article unchanged]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

###

Filled example: Event

A template-form rewrite of AmpFire's AmpCast AI Games release, published June 8, 2026, the day after the event ended; send yours while tickets are open. [Read the published release.](#)

FOR IMMEDIATE RELEASE

AmpFire announces AmpCast AI Games, a \$7 live virtual event for small businesses on June 5-7, 2026

The event teaches small businesses to build AI-assisted traffic systems; the \$7 ticket covers two.

LONDON, United Kingdom, June 8, 2026 -- AmpFire announces AmpCast AI Games, a three-day live virtual event running June 5 to 7, 2026, where small businesses and marketers learn to build AI-assisted systems that drive visibility and buyer traffic. Entry costs \$7.

What	AmpCast AI Games, a three-day live virtual marketing event with a \$7 entry
When	June 5 to 7, 2026; live sessions daily at 11 AM EDT (8 AM PDT), with 24-hour replay access
Where	Online, with registration at yes.ampfire.com/ampcast/ai-games/launch
Who	Hosted by AmpFire founder and CEO Chris Munch and CSO Jay Cruiz, for small businesses and marketers

Small businesses face growing pressure to stay visible as AI reshapes search. AmpFire says discovery now spans Google, YouTube, ChatGPT, podcasts, social feeds and recommendation engines, so businesses need visibility across several channels at once.

Attendees build what AmpFire calls the 60-Minute AI Traffic Machine and get eight custom AI traffic tools. The shared \$7 entry admits the buyer and one teammate, which AmpFire says helps small teams apply the training together.

"Publishing once or twice a week is no longer enough for many businesses trying to stay visible online. The challenge is building systems that can continuously create, distribute, and scale traffic assets efficiently," said Chris Munch, CEO at AmpFire.

AmpFire is a London-based content amplification company. Founder and CEO Chris Munch and CSO Jay Cruiz have spent years developing traffic-generation and multichannel publishing systems used by businesses, agencies, ecommerce operators, and marketers across multiple industries.

Media contact

Name: Chris Munch and Jay Cruiz

Title: Founder and CEO, and CSO of AmpFire

Web: <https://muncheye.com/>

The release routes press through a form; list a direct email and phone instead.

###

Extras for event releases

Top mistakes that get releases ignored

- Writing the headline like an invitation instead of news, so editors have nothing to report.
- Leaving the timezone off the event time, which makes the announcement unusable for a national audience.
- Burying the registration link below the boilerplate where nobody scrolls.
- Announcing after tickets sell out, when the story can no longer help anyone attend.

Send it twice

When	What to send
2 to 3 weeks before	This release, announcing the program and opening registration
The day before	A short media alert: the What, When, Where, Who block plus photo and interview opportunities

Journalists plan coverage from the first send and attend from the second. The second send repeats the same facts with a shorter body.

2. Product launch press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Company] launches [product name], [one concrete claim about what it does] for [audience]

[Subheadline: one sentence that adds your strongest supporting fact, such as the problem the product removes or the number behind the launch]

[CITY IN CAPITALS], [State or country], [Month] [Day], [Year] -- [First sentence: which company announces which product, what it does and for whom, and when and where it is available, in 35 to 45 words]

[Problem and solution: two sentences on the pain your users face today and two on how the product removes it, with a number behind every claim]

[Capabilities: up to three named features, each paired with the concrete outcome a user gets from it]

[Availability and pricing: launch date, price or plans, any launch offer, and the one URL where readers can buy or sign up]

[Proof, only if real: beta user numbers, named early customers, integrations, or a third-party statistic with its source spelled out]

"[Why this matters, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About the company: what it does, who it serves, the founding year, and one or two verifiable facts such as user counts or languages supported, in 60 to 100 words]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

#

Filled example: Product launch

A template-form rewrite of Smodin's release, published May 5, 2026, with every name, number and date as published. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Smodin launches unified AI writing platform, combining five tools into one for students

One workspace combining drafting, rewriting, plagiarism checking, AI detection and citations, answering students' use of many disconnected tools.

DOVER, Delaware, May 5, 2026 -- Smodin today launched a unified AI academic writing platform, a single workspace where students, educators and researchers draft, rewrite, generate citations, check plagiarism and review AI content without switching tools.

Students in higher education juggle separate tools for drafting, paraphrasing, citation formatting, plagiarism screening and AI content detection. Smodin brings those tasks into one environment, so users draft, revise and run integrity checks without moving text between products.

The platform combines an AI Writer, a Rewriter, an AI Humanizer, a Plagiarism Checker, an AI Content Detector, and a Citation Generator covering APA, MLA, Chicago and Harvard formats, plus grammar and research tools. It is available now at smodin.io.

The Higher Education Policy Institute's 2025 survey found 92% of full-time undergraduates use AI tools for academic work, up from 66% a year earlier. Smodin, founded in 2017, serves more than 1 million users in over 100 languages.

"Students didn't choose to build a five-tool workflow; they were forced into it because no single tool understood how writing actually works. We built Smodin so research, drafting and integrity checks happen in the same place, because that is where they belong," said Shawn Sheikh, Co-Founder at Smodin.

Smodin is an AI-powered writing platform for students, educators and researchers. Founded in 2017, it serves more than 1 million users in over 100 languages, with tools spanning AI writing, plagiarism and AI content detection, citation generation, rewriting and grammar support. Learn more at <https://smodin.io>.

Media contact

Name: Shawn Sheikh

Title: Co-Founder, Smodin

Web: <https://smodin.io/>

The published release routes press contact through a Send Email form; your release should list a direct email and a phone number that gets answered.

#

Extras for product launch releases

Top mistakes that get releases ignored

- Listing features with no user outcome, so the reader never learns what changes for them.
- Making revolutionary claims without numbers to back them up.
- Offering no screenshots or press kit, which forces editors to chase assets before they can publish.
- Sending on launch day instead of pre-briefing journalists under embargo.

Variant: mobile app launch

[App name] launches on [iOS and Android] to help [audience] [outcome]

Add the store availability to the lead: available today on the App Store and Google Play, free to download with [pricing model].

Variant: website launch

[Company] launches [site name], a [category] site for [audience]

Name what visitors can do on day one and keep the URL in the lead paragraph.

3. New hire press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Company] appoints [Full Name] as [Job Title] to [what the hire will drive, in six words or fewer]

[Optional subheadline: the strongest fact about the hire that did not fit the headline, under 20 words]

[CITY IN CAPITALS], [State or Country], [Month] [Day], [Year] -- [First sentence: company announces the person's full name and exact job title, the start date when not immediate, and what they will lead, in about 35 words]

[Career highlights: previous employers and titles in two or three sentences, with education only when it matters for the role]

[What the person will own: the teams, products, or outcomes they are responsible for, in plain words]

"[Welcome and the mandate, in one or two sentences]," said [Full Name], [Title] at [Company].
"[Why I joined, in one or two sentences]," said [New Hire Full Name], [New Hire Job Title] at [Company].

About [Company Name]

[About paragraph: what the company does, for whom, and one or two verifiable scale facts such as customers or measured results, in 60 to 70 words]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

#

Filled example: New hire

This example is the Autonomize AI release naming Dr. Sandhya Gardner as Chief Medical Officer, issued April 23, 2026; wording tightened to fit the template. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Autonomize AI appoints Dr. Sandhya Gardner as Chief Medical Officer to speed clinical AI adoption

Board-certified physician executive brings 15 years of provider and payer health technology experience to the Austin company

AUSTIN, Texas, April 23, 2026 -- Autonomize AI, a healthcare artificial intelligence company, today announced the appointment of Dr. Sandhya Gardner as Chief Medical Officer, where she will lead clinical strategy, AI validation, and enterprise adoption of its solutions.

Dr. Gardner is a board-certified obstetrician-gynecologist with more than a decade of clinical practice and 15 years in health technology across providers and payers. Most recently General Manager and CMO of Healthedge's Clinical SaaS division, she led Wellframe as CMO until its 2021 acquisition, and holds an M.D. from Brown University.

Her mandate centers on reducing the administrative work clinicians face daily and bridging clinical and technology teams, so AI implementations reflect the real workflows of healthcare professionals.

"Her leadership will shape how our solutions are designed, validated, and experienced by the people who matter most: the clinicians using them and the patients depending on them," said Ganesh Padmanabhan, CEO at Autonomize AI. "I'm excited to join Autonomize AI at such a pivotal moment for the healthcare industry. AI has the potential to fundamentally transform the way care is delivered, but only if it's built with clinical integrity and implemented in a way that actually works for care teams," said Dr. Sandhya Gardner, Chief Medical Officer at Autonomize AI.

Autonomize AI pairs specialized AI agents with human expertise to streamline healthcare's most complex workflows, including utilization management, claims, pharmacy, and appeals. Its Autonomize Intelligence Platform is built around a context graph of more than 10 million clinical, regulatory, and coverage concepts. The company operates across three of the five largest U.S. health enterprises and reports up to 55% faster clinical reviews.

Media contact

Name: Waters Agency

Title: Public relations agency for Autonomize AI

Web: watersagency.com

The published release routes inquiries through the agency's website; name one person with a direct email and phone instead.

#

Extras for new hire releases

Top mistakes that get releases ignored

- Writing the bio as a resume instead of two or three career highlights.
- Skipping the headshot, which stalls coverage until someone chases the photo.
- Publishing a quote that says honored and thrilled and nothing else.
- Announcing before the person has told their old employer.

Headline formulas by seniority

C-suite: [Company] appoints [Name] as [Title] to [mandate]

VP or director: [Company] names [Name] [Title] as it [growth proof]

Board: [Name], [credential], joins [Company] board of directors

Promotion: [Company] promotes [Name] to [Title] after [achievement]

The bigger the title, the more the headline should say what the hire will do, not just who they are.

4. Music press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Artist] releases [Title], a new [genre] [format] out [release date]

[One-line hook in italics: the recording story, the producer, or how long it has been since the last record]

[CITY IN CAPITALS], [State or Country], [Month] [Day], [Year] -- [First sentence: which artist releases what title, in which genre and format, on what date and on which platforms or label]
[One more sentence on the hook: the first record in X years, a notable collaborator, or a tour tie-in, keeping the whole paragraph inside 45 words]

[The story of the record: what it is about, where and how it was recorded, and who produced it, in two or three plain sentences]

[RIYL line, short for recommended if you like: three comparable artists an editor will recognize, spelled out by name instead of genre adjectives]

[Where to listen: the streaming platforms, the pre-save link, and any physical formats such as vinyl, with one working link]

[Tour dates if shows are confirmed: up to five lines of city, venue, and date]

"[The artist on the record itself, not on their excitement, in one or two sentences]," said [Artist].

About [Company Name]

[Career facts a journalist can verify: where the artist is based, past releases, streaming numbers, and named press coverage, in 60 to 100 words]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

#

Filled example: Music

This example is invented for illustration: no music release has run through the MediaBoost newsroom yet. It shows the shape a real one needs.

FOR IMMEDIATE RELEASE

Iris Vale releases Paper Lanterns, a new indie folk album out September 18, 2026

Recorded live to tape in a converted boathouse and produced by Marta Reyes

PORTLAND, Oregon, August 28, 2026 -- Singer-songwriter Iris Vale releases Paper Lanterns, a ten-track indie folk album, out September 18, 2026 on all major streaming platforms and vinyl. It is her first full-length record in four years and follows the single Half Light, which premiered in August.

Written over two winters in a converted boathouse and produced by Marta Reyes, Paper Lanterns pairs close-mic vocals with tape-saturated arrangements across ten tracks.

RIYL: recommended if you like Laura Marling, Phoebe Bridgers, and Sufjan Stevens.

Paper Lanterns is available for pre-save now. Spotify, Apple Music, and Bandcamp links, along with a limited vinyl pressing, are listed at irisvale.example/paperlanterns.

A five-city West Coast tour follows in October.

"I wanted these songs to feel like letters you find years after they were written. Recording them live to tape kept every crack in the take," said Iris Vale.

Iris Vale is a Portland-based singer-songwriter. Her 2022 EP Field Notes passed 3 million streams on Spotify, and her songs have been covered by NPR Music and Paste. Paper Lanterns, out September 18, 2026, is her second full-length record and her first in four years.

Media contact

Name: Dana Okafor

Title: Publicist for Iris Vale

Phone: +1 503 555 0142

Email: press@irisvale.example

Web: irisvale.example

#

Extras for music releases

Top mistakes that get releases ignored

- Sending a bio instead of news, with no release, date, or format to report.
- Leaving out streaming links, which is the first thing a music editor looks for.
- Describing the genre with flowery adjectives instead of three comparable artists.
- Blasting every outlet regardless of beat instead of matching the release to the writer.

Headline formulas by release

Single: [Artist] releases [Title], a [genre] single out [date] on [platforms]

Album or EP: [Artist] announces [Title], a [number]-track [genre] album out [date]

Tour: [Artist] announces [tour name], [number] dates across [region] from [date]

Always name the label or distributor, link one streaming platform, and point to a folder of press photos.

5. Funding press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Company] raises [\$X million] in [round type] to [use of funds]

[Optional subheadline: one line of new detail the headline could not fit, such as the total raised to date]

[CITY IN CAPITALS], [Country], [Month] [Day], [Year] -- [First sentence: the company and what it does in a short clause, the amount raised, the round type, and who backed it, in 35 to 45 words]

[Round mechanics: when the round closed, the price or terms investors paid, and how this raise connects to any earlier rounds, with each number stated plainly]

[Demand and traction: the numbers that prove the round was wanted, such as total applications against the target, and any oversubscription or scale-back]

[Use of funds: two or three concrete plans the money pays for, such as hires, markets, or product milestones, with no vague scaling language]

"[Why this raise matters and what the money makes possible, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About the company: what it does, for whom, where it is based or listed, and one or two verifiable facts a journalist can check, in 60 to 70 words, ending with the company website]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

###

Filled example: Funding

A template-form rewrite of a real May 16, 2026 MediaBoost newsroom release, figures as published; the dateline city, absent from the original, is the company's headquarters. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Weebit Nano raises \$15 million in a share purchase plan to scale its ReRAM technology

Applications of approximately \$21.5 million from 881 shareholders lift total gross proceeds to about \$102 million

HOD HASHARON, Israel, May 16, 2026 -- Weebit Nano Ltd (ASX: WBT), a developer of advanced memory technologies, today announced it has raised approximately \$15 million through a strongly supported Share Purchase Plan, an offer letting existing shareholders buy new stock.

The plan closed on 8 May 2026, with shareholders able to apply for up to \$30,000 of new shares at \$4.05 each, following an \$80 million institutional placement and a \$7 million placement to Israeli investors.

Applications totalled approximately \$21.5 million, well above the \$15 million target, so Weebit will issue 3,705,094 new shares after a 14.2% scale-back of each successful application.

Total gross proceeds of approximately \$102 million across the placements and the plan will fund the scale-up and commercialization of Weebit's ReRAM memory technology, fast-track its AI offerings, and cover general corporate purposes.

"The Board and I are incredibly grateful for the strong support we continue to receive from our loyal retail shareholder base. This capital enables us to scale up and accelerate the commercialisation of our ReRAM technology to cement our market leadership and expand our footprint," said Coby Hanoach, CEO at Weebit Nano.

Weebit Nano Ltd. is a developer and licensor of advanced semiconductor memory technology, listed on the Australian Securities Exchange under the ticker WBT. Its Resistive RAM, or ReRAM, delivers faster, lower-power memory for applications such as AI inference, automotive electronics, industrial systems, and secure devices, and integrates with existing production flows without special equipment. More information is available at www.weebit-nano.com.

Media contact

Name: Weebit Nano Limited

Title: Investor and media enquiries

Web: www.weebit-nano.com

The published release names no direct press contact; your release should list a named person with direct email and phone.

#

Extras for funding releases

Top mistakes that get releases ignored

- Leading with company history instead of the number, so the news arrives three paragraphs late.
- Missing the investor quote, which journalists read as a warning sign about the round.
- Writing a use-of-funds line that says accelerate growth and nothing else.

Headline formulas by round

Round	Headline formula
Pre-seed	[Company] raises [amount] pre-seed to [build what]
Seed	[Company] raises [amount] seed round led by [investor]
Series A	[Company] raises [amount] Series A to [scale what]
Series B	[Company] lands [amount] Series B as [traction proof]
Series C	[Company] closes [amount] Series C to [expansion goal]

Lead with the amount and the lead investor; the use of funds belongs in the second paragraph.

6. Crypto token launch press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Project] introduces [what the token makes possible, in plain words] with [\$TICKER] token launch and [exchange] listing

[Subheadline: the utility story in one sentence, what the token makes possible and for whom, with no price talk]

[CITY IN CAPITALS], [Country], [Month] [Day], [Year] -- [First sentence: the project announces its token launch, naming the ticker, what the token does, the token generation event date, and each exchange it will list on, in 35 to 45 words]

[Utility: what holding or using the token actually does for a user, in plain words with no price or return language]

[How it works: the technology behind the token and the data or signals it uses, written so a reader outside crypto can follow]

[Proof and momentum: the contract address once deployed, an audit with the auditor named, supply and vesting figures, or verifiable company news such as named partners or integrations]

"[Why this matters: the problem the protocol solves, in one or two sentences]," said [Full Name], [Title] at [Company].

About [Company Name]

[About paragraph: what the protocol does and for whom, with one or two verifiable facts such as the parent company, the founding team, or named products]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

###

Filled example: Crypto token launch

This example rewrites Kuvi.ai's April 29, 2026 MediaBoost release; published pre-launch, it omits contract address, supply, and audit, which your release should include. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Kuvi.ai introduces the strategy layer of finance with \$KUVI token launch and MEXC listing

Kuvi introduces infrastructure for programmable financial strategy, enabling the shift from Assets Under Management to Assets Under Autonomy

TORONTO, Ontario, Canada, April 29, 2026 -- Kuvi.ai today announced the launch of \$KUVI, the native utility token powering programmable trading strategies on its Agentic Finance Operating System, with a Token Generation Event on May 1, 2026, and listings on MEXC and PancakeSwap.

Built on the Agentic Finance Operating System, Kuvi lets users turn financial goals into programmable strategies assembled from reusable parts called daemons, persistent processes that watch markets and trade when preset rules are met, while users keep custody of their capital.

Strategies can draw on market data, prediction markets, and real-time narrative signals from platforms such as X and Polymarket, covering styles from momentum and arbitrage to market making and portfolio automation.

The company says it is in discussions with several major wallet providers and centralized exchanges to build execution directly into their platforms.

"Bitcoin made money programmable. Ethereum made finance programmable. Now Kuvi makes strategy programmable," said Dylan Dewdney, Co-Founder and CEO at Kuvi.ai.

Kuvi.ai is pioneering Agentic Finance, intent-driven financial systems that translate user objectives into programmable strategies able to execute autonomously across financial infrastructure. Built on the Agentic Finance Operating System (AFOS), Kuvi enables individuals to compose, simulate, and deploy strategies through modular automation primitives it calls daemons. Kuvi.ai's parent company is Agentonomics, which earlier this year acquired the Web3 infrastructure platform Altura.

Media contact

Name: Lorcan Byrne

Title: Media contact, Kuvi AI

Web: <https://kuvi.ai>

The published release routes press contact through a form; your release should list a direct email and phone.

#

Extras for crypto token launch releases

Top mistakes that get releases ignored

- Including price talk or return language, which gets releases rejected by crypto editors outright.
- Omitting the contract address, the first thing a crypto journalist verifies.
- Presenting an anonymous team with no explanation for the anonymity.
- Running a listing-only headline with no utility story behind it.

Lines that keep editors and exchanges comfortable

[Token] is a utility token used for [function]. Nothing in this release is investment advice.

Contract address: [address], verifiable on [block explorer].

The smart contract was audited by [firm]; the report is available at [URL].

Crypto desks reject anything that reads like a price promise. Facts, audits, and named exchanges only.

7. Book launch press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Book Title] author [Author Full Name] [releases or reveals] [the news for readers, with a number where you have one]

[One-line summary in italics: the single plan, promise, or hook the book gives readers, in under 25 words]

[CITY IN CAPITALS], [State or Country], [Month] [Day], [Year] -- [First sentence: the author with one credential, what they release or reveal, and the book title, in 35 to 45 words]

[The heart of the news: the framework, story, or central idea the book gives readers, in a sentence a journalist can quote]

[Concrete takeaways: three to five tips or findings from the book, each backed by a number or a specific example]

[Where readers go next: the book title with ISBN, publisher, formats, price, and retailers for a launch, or the author website that carries the books]

"[Why this book and its advice matter to readers now, in one or two sentences]," said [Author Full Name], author of [Book Title].

About [Company Name]

[About the author, in 60 to 100 words: verifiable career facts such as prior books, years in the field, broadcast or speaking platform, and what the author does now]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

###

Filled example: Book launch

This example is rewritten from a real release Amaradio published June 11, 2026 on the MarketersMEDIA newswire; it is author publicity, not a launch announcement. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Faithful with Finances author Anthony Joseph Amaradio reveals five ways to save money automatically

Amaradio recommends the 10-10-80 Giving and Saving Lifestyle Plan: 10 percent giving, 10 percent savings, 80 percent expenses.

ALISO VIEJO, California, June 11, 2026 -- Anthony Joseph Amaradio, the author of Faithful with Finances and Founder and Chief Strategist of Select Portfolio Management, Inc., shares five practical methods individuals can use to automate their savings and build stronger financial habits.

Amaradio frames the habit as a matter of faithfulness: in the same way people work at living their faith, they should be faithful with their finances.

His five methods: build a budget that removes waste, since skipped coffees save \$25 to \$50 a month; automate transfers so savings never sit in the spending account; collect cash back, such as 3 percent on gas or groceries; ask card issuers for a lower rate; and cut fixed monthly bills.

He is the author of Faithful with Finances, with more resources at anthonyamaradionews.com.

"A penny saved is a penny earned," said Anthony Joseph Amaradio, author of Faithful with Finances, who teaches that money you never spend is the only money you have truly gained.

Anthony Joseph Amaradio is a financial strategist and the founder of two wealth management companies. He hosted the radio show Market Talk for more than two decades and developed one of the first comprehensive wealth management models in the United States. Now focused on philanthropy, he wrote Faithful with Finances and co-wrote Faithful with Much: Breaking Down the Barriers to Generous Giving with his wife Carin.

Media contact

Name: Anthony Joseph Amaradio

Title: Founder and Chief Strategist, Select Portfolio Management, Inc.

Web: anthonyamaradionews.com

The published release routes contact through the newswire's Send Email form; list a direct email and phone journalists can reach.

#

Extras for book launch releases

Top mistakes that get releases ignored

- Pasting jacket copy as the synopsis instead of writing it as news.
- Leaving out retailer links, so interested readers have nowhere to go.
- Announcing on publication day with zero reviewer lead time, when reviewers need the book weeks earlier.

Headline formulas by genre

Fiction: [Author] releases [Title], a [genre] novel about [premise]

Nonfiction: [Title] by [Author] reveals [finding or promise]

Self-help: [Title] gives [audience] a [method] for [outcome]

Business: [Author], [credential], publishes [Title] on [topic]

8. Acquisition press release template

Replace [brackets], delete gray lines like this one. The filled example is on the next page.

FOR IMMEDIATE RELEASE

[Acquirer] [completes or agrees to] [majority or full] acquisition of [Target]

[Optional subheadline: the single biggest asset or number the deal adds, in under 20 words]

[CITY IN CAPITALS], [Country], [Month] [Day], [Year] -- [First sentence: acquirer, with stock ticker if listed, announces the completed or signed acquisition of target and what the target does]

[Deal terms: the stake acquired, who sold, the price if disclosed or the exact sentence 'Terms of the transaction were not disclosed', and whether the deal has closed]

[Continuing terms: earn-outs, performance targets, or other agreements that survive closing, with dollar figures]

[What the target brings: users, revenue, growth rate, and other numbers a journalist can check]

"[Why we bought them, in one or two sentences]," said [Full Name], [Title] at [Acquirer]. "[Why we agreed to the deal, in one or two sentences]," said [Full Name], [Title] at [Target].

About [Company Name]

[About both companies: a short About paragraph for the acquirer and another for the target, built on verifiable facts such as ticker, users, revenue, or founding year]

Write this once and reuse it word for word under every release. Section 10 builds it question by question.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

#

Filled example: Acquisition

Rewritten from Alpha Compute's GAMEE acquisition release in the MediaBoost newsroom, May 28, 2026; the original ran an unattributed company statement, not named quotes. [Read the published release.](#)

FOR IMMEDIATE RELEASE

Alpha Compute Corp completes majority acquisition of GAMEE

Deal brings 120 million registered gaming users and a digital rewards platform into Alpha Compute's ecosystem

ROAD TOWN, British Virgin Islands, May 28, 2026 -- Alpha Compute, Inc. (NASDAQ: ALP), a provider of high-performance AI compute infrastructure, today announced it has completed its majority acquisition of GAMEE, the blockchain-based gaming and digital rewards platform.

Under the agreement, Alpha Compute acquired a 60 percent controlling interest in GAMEE from Animoca Brands at an implied valuation of \$18 million and a total price of up to \$11 million, including \$3.5 million paid at closing.

Earn-outs of up to \$7.5 million depend on GAMEE hitting operating-profit (EBITDA) targets over the next two years, and Alpha Compute committed to buy \$2 million of GMEE tokens within 90 days of closing.

GAMEE posted an estimated \$926,000 in first-quarter 2026 revenue, up 56 percent year over year, and counts 1.7 million monthly active users.

"GAMEE has established itself as a critical bridge between mainstream mobile gaming and blockchain-native digital economies, and its integration into Alpha Compute's ecosystem is expected to meaningfully expand the Company's capabilities and addressable market at the intersection of AI, gaming, and decentralized infrastructure," Alpha Compute said in the announcement.

About Alpha Compute

Alpha Compute Corp. (NASDAQ: ALP) sells access to the high-performance GPU chips that run AI workloads, a model known as GPU-as-a-service, and builds businesses across confidential computing, artificial intelligence, and decentralized AI. About GAMEE: GAMEE is a mobile-first gaming platform that brings a mass gaming audience onto Web3. It counts more than 120 million registered users and has served over 10 billion gameplay sessions.

Media contact

Name: Enzo Villani

Title: Investor and Media Contact, Alpha Compute Corp

Web: <https://www.alphacompute.ai/>

The published release lists no direct phone or email; yours should, ideally one named contact per side.

#

Extras for acquisition releases

Top mistakes that get releases ignored

- Announcing before both boards approve the exact wording of terms and quotes.
- Burying whether the deal has closed, the first fact every journalist needs.
- Omitting the customer-impact paragraph entirely, leaving users to assume the worst.

When the terms are undisclosed

The terms of the transaction were not disclosed.

Financial details of the agreement remain confidential.

[Acquirer] acquired [target] for an undisclosed sum.

Pick one line and keep it; journalists expect it and will not push past it.

9. Pre-send checklist

Run every line before anything goes out. Ten minutes here saves a correction email later.

Facts

- ☐ Names, titles, numbers, and dates are double-checked
- ☐ Quotes are approved by the people quoted
- ☐ If you set an embargo (asked outlets to hold the story), its date, time, and timezone are correct

Format

- ☐ Headline is under 100 characters and states the news
- ☐ Lead answers who, what, when, where, and why in 35 to 45 words
- ☐ Every [bracket] is replaced: search the document for "["
- ☐ No gray italic guidance lines are left anywhere
- ☐ Boilerplate (the About paragraph) runs 60 to 100 words and ends with the website
- ☐ The release fits on one page
- ☐ Spell-checked, then read aloud once
- ☐ The release ends with ### (UK and EU outlets write ENDS instead)

Links and contact

- ☐ Contact email is tested and the phone gets answered
- ☐ Every link in the release has been clicked today

10. Boilerplate worksheet

Answer the five prompts, then assemble them into the standing About paragraph you will reuse under every release.

1. What does the company do, in one plain sentence?

[Your answer]

2. Who is it for?

[Your answer]

3. What is the single strongest proof point, with a number?

[Your answer]

4. What year was it founded and where is it headquartered?

[Your answer]

5. Where can readers learn more? One URL.

[Your answer]

Assemble the paragraph, 60 to 100 words

- Sentence 1 = answers 1 and 2: what you do and for whom.
- Sentence 2 = answer 3: the proof point.
- Sentence 3 = answer 4: founding year and headquarters.
- Final words = answer 5: Learn more at [your URL].

Example, assembled (63 words):

About Harborline: Harborline builds logistics software for small importers and freight forwarders, giving 12,000 businesses in 30 countries one place to book, track, and pay for ocean freight shipments. Its customers cleared \$480 million in bookings in 2025. Founded in 2021, the company is headquartered in Austin, Texas, and employs 85 people across three offices in the United States. Learn more at harborline.example.com.

11. Media contact list

Track the journalists you pitch. Fill one row per contact and update the last two columns after every send.

Outlet	Journalist	Topics they cover	Email	Last contact	Notes

Pitch the reporter who covered your topic in the last three months, not a generic newsroom inbox.

One follow-up after two or three business days; anything more reads as spam.

12. Pitch email template

Subject line rule: lead with the news itself, skip the words press release, stay under 60 characters.

Real subject lines from releases MediaBoost distributed

- Autonomize AI appoints Dr. Sandhya Gardner as Chief Medical Officer
- AmpCast AI Games: a \$7 marketing event, June 5 to 7
- Weebit Nano raises \$15 million from its shareholders

The email

| Subject: [The news in under 60 characters]

| Hi [First name],

| [One or two sentences on why this story fits what they cover, naming a recent piece they wrote.]

| [One sentence with the news and its strongest number.]

| The full release is below my signature. Happy to share [assets, data, or an interview] if useful.

| [Your name]

| [Title, company, phone]

Paste the full release below your signature. Never attach it: unexpected attachments trip spam filters.

Ready to send it? MediaBoost shows you the exact outlets before you pay and publishes within 48 hours: mediaboost.press