

# Press Release Template

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A press release is a one-page, factual announcement written so a journalist could publish it almost verbatim. It is NOT marketing copy — no hype, no second person (“you”), no exclamation points. Just news, structured the way newsrooms expect.

**Use it for:** new single/EP/album, tour or show announcement, festival booking, label signing, milestone, brand partnership.

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## The Template

Copy everything between the lines. Replace every [BRACKET]. Delete any section you don’t need. Keep it to one page (~400–500 words).

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**FOR IMMEDIATE RELEASE** (or: *EMBARGOED UNTIL [DAY, DATE, TIME ET]* — use this if press get it early but must hold publication)

**[HEADLINE: THE NEWS IN ONE LINE — ACTIVE, SPECIFIC, NO HYPE]** Example shape: “[Artist] Announces New Single ‘[Title]’, Out [Date] on [Label]”

**[Optional subhead: one line of supporting detail — a key fact, collaborator, or tour tie-in]**

**[CITY, STATE — Month Day, Year]** — [LEAD PARAGRAPH: the who/what/when/where in 1–2 sentences. The most important fact goes FIRST. A reader should understand the entire story from this paragraph alone. Include the release title, date, format, and label/distribution.]

[BODY PARAGRAPH 1 — Context and the hook. Why does this matter and why now? Describe the music/project: the sound, the collaborators, the inspiration. Keep it factual and concrete — name the genre, the scene, the comparable touchpoints. 2–4 sentences.]

[QUOTE 1 — from the artist. This is where personality and emotion live, since the rest is neutral. Make it sound like a real human, not a press robot.] > “[ARTIST QUOTE — what the project means to them, the story behind it, or what they hope fans feel.]” said [ARTIST NAME].

[BODY PARAGRAPH 2 — Track record / credibility. Drop the strongest proof points: prior releases, notable streams or chart positions, support from other artists, key shows or festivals, press highlights. This is the paragraph that tells a journalist this artist is worth covering. 2–4 sentences.]

[QUOTE 2 — optional, from a label head, manager, collaborator, or featured artist. Adds a second voice and outside validation.] > “[QUOTE],” said [NAME, TITLE/ROLE, COMPANY].

[BODY PARAGRAPH 3 — What’s next / call to context. Tour dates, upcoming releases, where to follow the rollout. End the news cleanly. 1–3 sentences.]

**[RELEASE / EVENT DETAILS BLOCK — optional, scannable]** - Title: [TITLE] - Format: [Single / EP / Album / Show] - Release date: [DATE] - Label / distribution: [\_\_\_\_] - Pre-save / tickets / listen: [LINK] - Tour dates (if any): [DATE — CITY — VENUE]

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**About [ARTIST NAME]** (*boilerplate — the standardized 3–5 sentence bio; reuse it on every release*)

[BOILERPLATE: A short, evergreen description of the artist. Origin, sound, biggest credible achievements, current standing. Written in third person, present tense. This rarely changes release to release — write it once, keep it polished. ~3–5 sentences. Pull from the EPK long bio.]

**About [LABEL / COMPANY]** (*optional second boilerplate, if a label/partner wants one*) [1–3 sentences about the label, management company, or event brand.]

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**MEDIA CONTACT** [CONTACT NAME] [ROLE — e.g. Publicist / Manager, COMPANY] [EMAIL] · [PHONE] [Press assets / EPK: LINK]

### (*the three hashtags signal “end of release” — standard newsroom convention*)

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## How to Pitch This Release (quick note)

Writing the release is half the job. Getting it read is the other half.

**Before you send:** - **Don't blast the PDF.** Paste a short, personal pitch in the email body; attach or link the release + assets. (See the *Playlist & Press Pitch Email Template*.) - **Target real people.** Find the writer who actually covers your genre/scene at each outlet — not “info@”. Personalize the first line. - **Respect the embargo.** If you offer an exclusive or embargo, give it to ONE outlet first and label it clearly. Don't send the same “exclusive” to ten people. - **Lead time matters.** Long-lead press and editorial playlists want it 3–6 weeks out; blogs and premieres often 2–3 weeks; same-day news only for genuine breaking items.

**The pitch email should include:** - A subject line with the news in it: [Artist] - new single '[Title]' out [Date] (premiere offer) - 2–3 sentences: who, what, why it's a fit for *their* outlet specifically. - A private streaming link (unlisted) if unreleased. - The press release (linked or pasted below the fold) and a link to hi-res assets/EPK. - One clear ask: premiere, feature, playlist add, or listing.

**Follow up once,** politely, 4–7 days later. Then move on. No coverage is not a personal rejection — it's a timing/fit miss.

**Don'ts:** - Don't use hype words (“biggest,” “groundbreaking”) unless a fact backs them. - Don't attach 40MB of photos — link them. - Don't send without proofreading names, dates, and links. One wrong date kills trust.

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*Greyscale Music Group — internal template. Keep the boilerplate updated; rewrite everything else per announcement.*