

25 Reasons to Write a Press Release

1. Starting a new business – the more unique and unusual the business the better
2. Introducing a new product or service to the marketplace
3. Launching a new web site
4. Winning a high profiled client account or contract
5. Meeting an unusual challenge or overcoming adversity – “Industry insiders said it couldn’t be done, but we did it!”
6. Disclosing annual financial reports and quarterly earning projections
7. Participating in a philanthropic event -- your business has been named to serve in a leadership position in a community, professional or charitable organization
8. Celebrating a company milestone – 10,000 customers, one million page impressions on your web site in a day
9. Sponsoring a workshop, seminar, or conference
10. Announcing company visit from high profiled VIP in business, government, or entertainment
11. Celebrating a major company anniversary – 10th, 25th, 50th
12. Announcing polling or product survey results conducted by your company
13. Restructuring the company through new partnerships, mergers and acquisitions
14. Opening branch or satellite offices
15. Changing the company name, location, web address or a product name
16. Expanding or renovating the business
17. Introducing a company business model or offering a unique business strategy
18. Recognizing your company or employees for winning an industry-related or civic-oriented award
19. Thanking a loyal employee – employee of the month or company retirement after 25 years or more of service
20. Announcing any key personnel changes – CEO, CIO, CFO or VPs
21. Publicizing the changing of the guards in a family owned business – the son or daughter becomes the new company president after father or mother retires
22. Issuing a statement of position regarding a local, regional or national issue
23. Earning recognition of the company, product or executives by a publication
24. Announcing a public appearance on television, radio or in person as a guest speaker
25. Announcing free information available