

PR Service press release distribution standard

Be aware:

- Press release has to be written following the „upside down” pyramid principle. In the opening paragraph of a press release, there should be most important news reflected, further supplemented by significant facts. Background information lays in the conclusion part of the release. The main purpose of a press release is to offer information, not advertise any product or company.
- In a press release costs and prices are not included . Moreover, company, products and events are not superficially praised and advertised, basic information is neutral instead.
- Press release has to focus on the essence of a message, deleting offbeat information. The press release should be no more than 500 words long.
- Press release is well written if there is also a quote by an expert or opinion leader included.