

The Press Wire: A Sample Press Release

For Immediate Release:

*[This is your “dateline #1.”
Enter the date that you would like the press to run your news.]*

Contact:

[Enter the name, a direct phone number or email of the person the press may ask questions of here.]

Easy Press Release Solutions Begin with The Press Wire

[Your headline should grab attention, but let readers know what the story is about.]

The Press Wire offers the ease of mainstream-style news distribution to the adult industry, as well as offering press release writing services and a wire feed service.

[The “subhead” expands on your headline and gives a brief synopsis of the story that will follow.]

[If you are including artwork to run with your news, it should be inserted at the top, or formatted like this.]



Los Angeles, California - **The Press Wire** [www.thepresswire.com] launches today, offering an easy press release submission service for professional publicists, performers and entrepreneurs to reach the adult news media.

[Your lead paragraph starts with the ‘dateline #2’ and should summate your news story in less than four sentences.]

[The following paragraph begins the body of your news copy. In the following paragraphs, you will tell readers and press everything that you want them to know about your product, service or event.]

Based on the popular news wire services that have been used by mainstream Publicity Professionals and business owners for years, **The Press Wire** allows individuals and companies to submit their press releases to hundreds of adult media sources by simply filling out a submission form. This service replaces the need to submit individual emails to the hundreds of editors across the adult news media, as has been the system generally used in the past.

[The following is an example of an included quote that can be used to either give your news credibility, or that helps you add a little “hype” to your news.]

Gadling Correspondent and mainstream publicity professional, Tom Johansmeyer responded to the pending launch announcement, saying, “It’s about time! This is the

standard system of delivering press releases in the mainstream. I have no idea why no one has offered this service to adult professionals in the past. While there are a couple of news caster systems already online for the adult industry, many of them relied exclusively on people signing up for their feeds, and this service seems to be more personalized from what I have heard. For a busy professional, not having to spend a few hours emailing press releases to editors individually, will allow them to spend more time increasing awareness of their products and events in other ways.”

For media information concerning **The Press Wire**, and the services it provides, please contact **The Press Wire**, by email to **info@thepresswire.com**.

[If you need to include “meta” information for the press, this is how you format it. This information is normally not printed by the press. You can have multiple lines of “meta” if it is necessary.]

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[This common copy editing symbol tells the press that you are finished with the body of your news copy.]

[The following is the optional “boilerplate” copy, which you can add to all of your press releases. It rarely changes, and it includes a synopsis about your company as a whole.]

About The Press Wire:

The Press Wire offers a simple and effective solution for publicity professionals, performers and business owners who want to reach hundreds of adult news outlets. **The Press Wire**, also offers a press release writing service, so those that have never written press releases before can produce and distribute professional-quality stories about their company or events to the many adult news outlets that exist.