

# [YOUR COMPANY NAME] NEWS RELEASE

Date: [Date]

For Release: Immediate

Release #: [Give each new release a different number]

For More Information, Contact: [Person's name, phone number and e-mail]

## [YOUR COMPANY NAME] APPOINTS [NEW PERSON'S NAME] [JOB TITLE]

**City, State** — [Your company name] has announced [person's name] as its [job title]. Working directly for the [title of boss], he will be focusing on customer expectations and service improvements [change this to the most significant function of interest to customers].

[Person's Name] brings more than [add number] years of [specify type] experience from a [previous employer—avoid names—example, “wholesale distributor” instead of “Bantam Distributors”], where he served as [previous job title].

“The team at [your company] is pleased to welcome [person's name] to our staff,” stated [Get a quote from one of your company officials]. “We look forward to implementing his ideas for improving service to our customer base.”

[Your company] is a major [distributor/manufacturer] of [your products—add another line or so about who you are and what you do].

For more information, visit [your web site address], or e-mail: [e-mail address].

**Caption for attached photo — [Person's name] joins [your company name] as [job title], focusing on [one or two words describing job].**