

HEADLINE

[Headline tips: write in the active voice, this is the most important line of your entire news announcement so aim to concisely communicate the most important information—ideally this is less than 10 words... think of it as a catchy news article headline or email subject line]

SUBHEAD

[Subhead tips: this is another 10-12 words that provides additional context to your headline and keeps the reader interested in the news announcement]

City, State, Month, Date, Year — Brief description of the key information: “XYZ company name has announced XYZ amount of funding/closing series A funding” etc. This is the most important paragraph -- put your company name first and hyperlink it.

Second paragraph lists the investors who led the round, followed by investors who participated.

Third paragraph is supporting quote(s) from investors

Fourth paragraph is additional information about your company and the funding—what will these additional funds enable you to do? Grow/hire, scale technology, pilot project, etc. Any additional momentum information about your company

Fifth paragraph is a quote from your company’s CEO

Sixth and final paragraph is general supportive info about company/company history

[denotes end of news announcement]

About Your Company [boilerplate -- brief paragraph provides description of your company and technology]

Your Company Media Contact

Name

Title/Company

Email + Phone