

[Your Company's Logo]

[Recommend putting **IN REVIEW / CONFIDENTIAL** in header until it's finalized for distribution]

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 — [Company name hyperlinked], insert brief description of your company, today announced a pilot project with [insert partner name], insert brief description of partner, to do [xyz description of project]. Additional sentence with more context about the engagement/what's happening in the pilot project partnership. [This paragraph should provide the most important information up front, this answers the "who" and the "what"]

Insert supporting quote from partner

Insert additional information about the pilot project — goals, timeline, phases, any additional need-to-know context that a reader [investor, potential customer, etc.] would be interested in...

Insert quote from your company's CEO

Insert any final, generally supportive information about the pilot project OR your company.

Insert closing blurb about where the reader can go to learn more about your company and/or the pilot project. [Usually links to websites]

[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

About Your Partner [boilerplate]

Your Company Media Contact

Name

Title/Company

Email + Phone