**EMBARGOED UNTIL MONTH DAY AT TIME TIMEZONE**

Media Contact: Name of Person Coordinating Press, (xxx) xxx-xxxx, Email

**Headline is 5 to 10 Words, Enticing But Descriptive**

**Only Use a Subhead if Necessary**

CITY, State abbrev.—In two or three short sentences, your lead paragraph should describe the key finding of the paper and incorporate a compelling news hook. Stick to objective statements of fact, and save opinions and calls-to-action for quotes.

“Your quote’s first sentence should be short and punchy,” said Lead Author at Institution. “The next sentence or two should offer insight into why your findings are important and who/what is affected. Don’t simply restate the results.”

The next-most important information and ideas go in this paragraph. You can offer more details about your research and its implications. Keep this to two or three sentences if possible.

Add additional paragraphs or quotes as needed, but be judicious. Keep each to two or three sentences.

“It’s good to end the press release with a final quote that has a call-to-action,” said Co-author at Institution or Communications Partner at Organization. “This is where you identify who should do what with the new information provided by your paper. This is how research contributes to positive change.”

**Available for Interviews:**

Co-author Name, Institution, (xxx) xxx-xxxx, Email

Co-author Name, Institution, (xxx) xxx-xxxx, Email

Co-author Name, Institution, (xxx) xxx-xxxx, Email

*You can include your Institution’s mission statement/boilerplate language here*