

ADD YOUR LOGO HERE

Date - to tell readers how relevant OR add an embargo date

Headline - How to Write a Press Release -

BE - Concise & descriptive - IN Arial 12 PT text and bold - AVOID puns/jokes

Introduction [remove the words in italics] - NakedPRGirl has announced a new How to Write a Press Release template to help entrepreneurs and small businesses excel in their marketing. The document, which will be released to business savvy individuals free of charge next month, has been devised by PR expert and NakedPRGirl founder Claire Etchell as part of her new Marketing Programme. It will be published in 11 PT text with 1.5 spacing so it is easy to read. This paragraph concludes the who, what, where, when and why.



High res images available -
NakedPRGirl founder Claire Etchell



High res images available -
- NakedPRGirl's Marketing Programme

Second paragraph - Now is the time to add a little background. PR expert Claire Etchell launched NakedPRGirl in 2014 to demystify the PR & Marketing industry by offering one to one consultancy and also behind the scenes blog posts and interviews with experts on the website. In 2018, the NakedPRGirl Marketing Programme was announced, designed to offer stripped back, honest and practical advice to businesses looking for coaching.

Add a relevant quote - Claire Etchell said: "I love PR & Marketing and I believe that anyone can learn the art of communication to share their story with the world. It's my aim to use my experience to coach, educate and inspire start ups, small businesses and entrepreneurs to take charge of their marketing so they can be successful. It is my mission to champion marketing and I know this How to Write a Press Release template will help small business learn the tricks of the trade so they can grow to be even more successful."

Supporting information - Claire Etchell has over 10 years working in the PR & Marketing industry and in recent years she has consulted for fashion brand DONNA IDA, activewear brand Zakti

Active and luxury sportswear brand Fashercise. Before she was a consultant, she held positions in-house at DONNA IDA, global nursery brand Mamas & Papas and shoe retailer Moda in Pelle.

Second quote: John Smith, client of NakedPRGirl “Claire has worked with John Smith’s for five years now and with her experience of writing excellent press releases, we’ve seen an increase in press coverage 30% year-on-year with a focus on luxury titles and targeting key editors.”

Conclusion - The NakedPRGirl Marketing Programme is available now and the How to Write a Press Release template can be download free of charge at nakedprgirl.com from next month.

ENDS

Notes to editors - NakedPRGirl offers an honest, stripped-back, well-dressed approach to PR & Marketing Communications in the modern world. Their mission is to champion marketing, to shine a spotlight on great communications and put passion into public relations, hopefully with a little humour.

High resolution images can be downloaded here [insert link from WeTransfer or Dropbox].

For further information, quotes or images please contact example@gmail.com or call 07777777777.

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www.nakedprgirl.com