

Tips to writing a great press release

[Press releases](#) are an essential element of a public relations strategy.

Follow these eight tips to write a great press release that will make your company look professional, accessible and attractive to writers looking for stories.

- Grab attention with a strong headline.
- Get right to the point in the first paragraph.
- Include hard numbers that support the significance of your announcement.
- Make it grammatically flawless.
- Include quotes whenever possible.
- Include your contact information.
- One page is best but two is the maximum.
- Provide access to more information with relevant links.

Submit your press-release: <https://icobench.com/press-releases>