

**Business Name or Logo**

**Business Address  
Business Phone Number  
Business Website  
Business Facebook**

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***For immediate release***

**Media:**

Business Name

Contact Name

Contact Phone Number

Contact E-mail Address

**Headline**

*Sub-head*

**City, State** – Month Day, Year – Creative introduction paragraph

Body Text (answer the questions Who? What? Where? When? Why? Be sure to list the most important details first)

Incorporate a quote from the business owner about the news you are sharing.

If there is more than one page use: “-more-“ at the bottom of the first page

At the top of the next page use:

**Abbreviated headline (page 2)**

Then continue with the remainder of copy.

**Boilerplate** (this section is the last paragraph of your release)

**About “Your Business Name”**

(Use Perry’s Example below to write up some background information on your business that you would like the media to know about, be sure to include links to your website and Facebook page if applicable)

-MORE-

### **About Perry's Ice Cream**

**Perry's Ice Cream**, founded in 1918 by H. Morton Perry and headquartered in Western New York, is a family-owned and operated fourth generation ice cream manufacturer with frozen distribution services. Since its humble beginning, when hand churns and horse-drawn delivery wagons were used, Perry's has maintained one of the most modern, state-of-the-art production facilities in the country to produce over 13 million gallons per year of great tasting ice cream, craft-made one batch at a time. With over 300 employees, Perry's sells and distributes to New York, Western Pennsylvania, New England and Northeastern Ohio.

For additional information about Perry's Ice Cream, visit: [www.PerrysIceCream.com](http://www.PerrysIceCream.com) or [www.facebook.com/perrysicecream](https://www.facebook.com/perrysicecream).

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