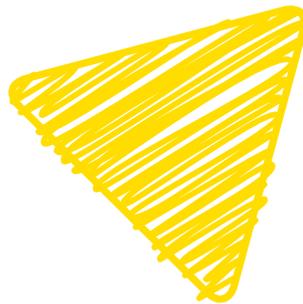




**Enterprise  
Nation**

# Press Release Template

By Liz Slee



[www.enterprisenation.com](http://www.enterprisenation.com)



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## How to win friends and influence people... (...and how to use this press release template!)

It's really hard to write a template that will work for everyone. But the fundamental principle remains the same for all. You need to submit something that delivers information in a clear way, presented in a format journalists will be familiar with.

Try to adapt this for your business by inserting your name and business name, where you are based etc, where I've used brackets; think of a hook like I've used Valentine's Day here; find a trend that illustrates why your business is in the right place at the right time where I've added a link to research; add in your products and links to them and obviously make it relevant to your services or products, the publications you are targeting.

### How to make the most of this template?

- ▶ Always give your press release a headline
- ▶ If it's a slightly more complicated story, you can add succinct bullets under the headline, but before the copy starts
- ▶ Try to keep to one page
- ▶ If you have a product, provide all prices, sizes and colours (if applicable) and links to the product on your website within the release
- ▶ Don't send speculative photos unless low res and relevant
- ▶ Always add your contact details at the bottom after ENDS (this signifies the end of the release and where you might use private information not to be published)
- ▶ Always use your first name AND surname, where you are from and a quote from you in the third or fourth paragraph
- ▶ Copy and paste the release into the body of the email, no journalist will open a word attachment
- ▶ When you send, use the headline in the subject line of the email and add a little intro name checking the journalist. If you know which regular section you want to send it to, for example How I Made it, add that to the subject line too
- ▶ Finally, don't get too bogged down with logos unless you can embed them into the email, these work well for marketing, but are not really relevant for PR



FOR IMMEDIATE RELEASE

JANUARY 2018

## Subscription british wild flower delivery firm launches in time for valentine's day

An [online flower subscription delivery service, specialising in romantic wild British-grown blooms], has launched today/Monday January 15 in time for [Valentine's Day.]

The [Wilder Flowers Company], run by [Suffolk-based florist Emma Beckett], sources and arranges natural Britishgrown wild flowers and delivers them on a weekly or monthly basis from £30.

[Emma] said: "Whilst it's easy to buy a cheap bunch of red roses from the supermarket, there is a growing [trend that's moving away from imported, mass produced and chemical-laden bunches](#) that droop as soon as you plonk them in a vase.

"I wanted to offer arrangements sourced from British producers aimed at those seeking quality without harming the environment. After all, if you're serious about a relationship, sustainability should be important!

"A regular arrangement of flowers is a meaningful and thoughtful gift that can deliver a real boost to those that receive it. Or if you just want to make sure your home has a regular injection of wonderful colour, it's perfect too."

A [weekly](#) package costs £30p/w

A [monthly](#) package costs £32 p/m

A [seasonal](#) package costs £130 p/a and delivers four bunches a year

Subscriptions can be one-off, for a specific period or on an open-ended basis.

The company curates the arrangements led by seasonal and market availability.

The selection of the flowers are then prepared, laid and wrapped in the delivery boxes in Ipswich, north London, before being delivered to customers' doors.

The Wild Flowers Company is part of the [The British Flower Collective](#), a group of passionate British flower growers and arrangers who are working together to put seasonality, local, home grown (and British) back into the flower industry.

[www.wildflowers.co](http://www.wildflowers.co)

ENDS

For more details contact [emma@wildflowers.co](mailto:emma@wildflowers.co) or call on XXXXXXXXX

Notes to editor: We can supply lovely high res images, but we didn't want to clog up your inbox. Or have a look at this [link](#) to low res image and we'll send over whatever you need.

