

**PROMPT WO-055**

Write a Press Release

Purpose

Use this prompt to create a professional press release for announcing company news, product launches, partnerships, achievements, events, or important updates. It helps turn key information into a media-ready announcement that is clear, engaging, and professionally structured.

DIFFICULTY **Intermediate****TIME SAVED** **30–60 min****BEST FOR****PR & Comms**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

Copy & Paste Prompt

You are an experienced Public Relations and Communications Specialist.

Write a professional press release using the information below.

Company or Organisation:

[Insert company name]

Announcement Title:

[Insert announcement]

Announcement Type:

[Product launch, partnership, milestone, event, award, company news, etc.]

Announcement Date:

[Insert date]

Location:



[Insert location]

Background Information:

[Provide relevant company or project background]

Key Details:

[List important information]

Main Benefits or Impact:

[Explain why this matters]

Quotes Available:

[Insert spokesperson quotes if available]

Target Audience:

[Media, customers, investors, industry, general public]

Contact Information:

[Insert contact details]

Tone:

Professional, newsworthy and engaging.

Please:

- Create a strong press release headline.
- Write an engaging opening paragraph.
- Follow a professional press release structure.
- Explain who, what, when, where, why and how.
- Include quotes where appropriate.
- Highlight the significance of the announcement.
- Add a company overview section.
- Include a media contact section.
- Make the content suitable for publication.

Return only the completed press release.



Example

INPUT

Company: Future Technologies Ltd

Announcement Type: New AI training platform launch



Announcement Date: 1 October

Target Audience: Small businesses

Main Benefit: Helping businesses learn practical AI skills.

EXPECTED OUTPUT

Future Technologies Launches New AI Training Platform to Help Businesses Work Smarter

1 October – Future Technologies Ltd today announced the launch of its new AI training platform, designed to help small businesses understand and adopt practical artificial intelligence tools.

The new platform provides accessible learning resources, practical guides, and real-world examples to help business owners and teams save time, improve productivity, and build confidence using AI technology.

As artificial intelligence continues to transform the workplace, many businesses are looking for simple ways to understand how these tools can support their everyday operations.

“We believe technology should make work easier, not more complicated. Our goal is to help businesses use AI in practical ways that create real value,” said [Spokesperson Name].

The platform includes:

- Beginner-friendly AI training resources.
- Practical workplace examples.
- Time-saving productivity tools.
- Step-by-step guidance.

The launch supports Future Technologies' mission to make emerging technology more accessible for everyday businesses.

About Future Technologies Ltd

Future Technologies Ltd helps businesses understand and adopt practical technology solutions through education, resources, and training.

Media Contact

Name:

Email:

Website:

 **Builder's Tip:** *A good press release is not an advertisement—it is a story. Focus on why the announcement matters, who benefits, and what impact it creates. Journalists and audiences respond to value, not just features.*



Related Prompts

- WO-051 – Write a Professional Blog Post
- WO-054 – Write Website Copy
- WO-056 – Write a Case Study
- WO-057 – Create a Newsletter

Tags

PRESS
RELEASE

PR

COMMUNICATIONS

MARKETING

CONTENT
CREATION