[Press Release Headline]

[Subhead: One-sentence summary]

[LOCATION] – [DATE] – [This is the first paragraph summary of what you are launching.]

[The second paragraph explains the opportunity or problem that needs to be solved.]

[The third paragraph gives the approach or the solution.]

[The fourth paragraph quotes an Amazon leader.]

[The fifth paragraph describes the customer experience – how customers will discover and use what you propose.]

[The sixth paragraph includes a specific, believable, human-sounding customer testimonial.]

[The seventh paragraph directs the reader where to go to get started.]

17 **Frequently Asked Questions (FAQs)**

18 **Customer FAQs**

19   1.   [Question]

20 [Answer]

21   2.   [Question]

22 [Answer]

23 **Stakeholder FAQs**

24   1.   [Question]

25 Answer

26   2.   [Question]

27 Answer

28 **Visuals**

29 [Paste your visuals here]

30

Appendices

Appendix A: [Content of appendix]

[Supporting evidence, reference material directly relevant to your Press Release]

Make sure that you include information in the appendices that supports your Press Release and purpose.

If you used specific data points in the section describing your approach, you can include the more complete data set as an appendix.

Use letters or numbers to label your appendices (for example, Appendix 1, 2, 3 or Appendix A, B, C).

Appendix B: [Content of appendix]

[Supporting evidence, reference material directly relevant to your Press Release]

Make sure that you include information in the appendices that supports your Press Release and purpose.

If you used specific data points in the section describing your approach, you can include the more complete data set as an appendix.

Use letters or numbers to label your appendices (for example, Appendix 1, 2, 3 or Appendix A, B, C).