FOR IMMEDIATE RELEASE

[Organization Name] [Verb: Announces/Launches/Opens] [The News in Plain Words]

[Organization Name] today announced [the news — what happened, in one plain sentence]. [The number, date, or name that makes it matter.] [Where readers can find out more or take the next step.]

[CITY], [State] — [Month Day, Year] — [Organization Name] today announced [the news — what happened, in one plain sentence]. [Second sentence: the number, date, or name that makes it news — how many, how much, starting when.]

[Detail paragraph: how it works or what is changing, who it affects, and why now. Two or three sentences, most important first. A reader who stops here should still have the whole story.]

“[Quote: the reason behind the decision or what it means for the people affected — an opinion, not a repeat of the facts above],” said [Spokesperson Name], [Title] at [Organization Name].

[Supporting paragraph: evidence that backs up the lead — a figure with its source, a result from a pilot, a partner's reaction, or the background that led here.]

“[Optional second quote from a customer, partner, or official: what it changes for them, with one specific detail. Delete this paragraph if you have none],” said [Second Speaker's Name], [Their Title] at [Their Organization].

[Practical details: availability, price, dates, locations, and how to sign up, buy, attend, or apply. Give one web address and one deadline.] More information is at [URL].

About [Organization Name]: [Organization Name] is [what the organization does, for whom]. Founded in [year] and based in [city], it [one proof point — people served, locations, years in operation]. Learn more at [www.organization.com].

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