

HOW TO WRITE A PRESS RELEASE

Rennae D. Barone

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Once downloaded it, just insert your logo and substitute the words in brackets so you identify your company or institution and the event or activity you are going to do soon. This could be the MD or founder of the business. To elaborate a well-done press release, it is important to have in mind that this sort of communication tool follows a very simple format that makes the writing process a simpler one.

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