PRESS RELEASE: **CATCHY TITLE THAT GRABS ATTENTION**

**Private Link to unreleased song (insert song title):**

(Insert jpeg of song /album artwork)

**(Insert jpeg of recording artist/s)**

**For Fans Of: \_\_\_\_\_\_, \_\_\_\_\_\_\_, \_\_\_\_\_\_\_ (list similar artists)**

**Additional Title That Mentions the Recording Artist/s and the Title of the Release**

We are thrilled to announce the release of the single / album / EP (***delete or change as appropriate***) ‘\_\_\_\_\_’ by (insert country of origin) based band / DJ / singer songwriter (***delete or change as appropriate***) \_\_\_\_\_ (name of recording artist). ‘\_\_\_\_\_’ (title of recorded work) is the debut / second / third (***delete or change as appropriate***) single / album / EP (***delete or change as appropriate***) released by the \_\_\_\_ based creator / group / act (***delete or change as appropriate***) since his/her/there (***delete or change as appropriate***) launch in \_\_\_\_ (year of first release). ‘\_\_\_\_\_’ (title of recorded work) will be available on all major streaming platforms on \_\_\_\_\_ (date of release).

*(****100-150 words is a good guide to aim for in this section)***

Use this section of the press release to explain the detail of the song’s sound. Identify the genre/s and use descriptive text when explaining the sonic features of the song. For instance, the use of adjectives such as thunderous drums, soaring guitars, hard hitting bass or bright synths. Perhaps also explain the chronology of the listening process. For example, the intro begins with tension as the pads slowly rise before melting away when \_\_\_\_\_’s (name of vocalist) stunning / alluring / cute / angelic ***(delete or change as appropriate)*** vocal take the focus and offer an insight into the song’s story. This section could also explain the mood and feel of the song with further descriptive detail. This is also a good opportunity to perhaps make a mention of similar artists (journalists and audiences appreciate this and it helps to softly inform natural language processing-based algorithms as to suitability on eventual user recommendations). This overall paragraph of the press release should read like a descriptor of the song so that the reader develops an understanding of the song before they have heard it. If written well, this paragraph could influence the language used by a journalist when reviewing the song.

(***200-350 words is a good guide to aim for in this section)***

This paragraph is where you can draw a link to the main title of the press release. Perhaps there is a story that you are building your press narrative around. If so, this is the paragraph to draw the link to justify the headline used. Perhaps the story of the song could be touched on, how it links to a current topic in society or the role the song could play in the lives of the listeners that listen. Perhaps the headline used has nothing to do with the release as it could instead link to a human-interest story on the act / band / DJ / singer songwriter / artist ***(delete or change as appropriate).***

***100-200 words is a good guide to aim for in this section)***

Explain who the artist/s is, where they are from, what they have done before this release, what plans they have going forward and what values they represent. This section is a great way of being able to link the artist to their audience through shared interests, common ground, together with insight as to who the artist/s is/are.

***150-250 words is a good guide to aim for in this section)***

Use the next section to provide some quotes from music industry related professionals that have said complimentary words about the artist/s. This gives not only endorsements but also offers insight, context, and useful information. Three quotes are a good number to aim for and use no more than one or two sentences per quote.

**“*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”*** – Name of the person giving the quote and their role / job / position.

**“*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”*** – Name of the person giving the quote and their role / job / position.

**“*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”*** – Name of the person giving the quote and their role / job / position.

For further information please contact:

Name of the Contact:

Email Address of the Contact:

Name of Artist/s:

Social Media Handles:

Electronic Press Kit Link: