

SAMPLE NEWS RELEASE FORMAT

(ON LETTERHEAD)

Date: March 1, 1994

Contact: (name)

For Immediate Release

(phone #)

THE HEADLINE SHOULD BE CAPITALIZED AND UNDERLINED

Your news release should be typed and double-spaced. You should use wide margins. You should write in short sentences to improve readability.

“The news release should answer the questions ‘who, what, when, where and why’ in the first two paragraphs, or lead,” said Gary D. Plummer of Gray Run Technologies. “You add the other details in the following paragraphs.”

Quotes make a release more interesting to the editor and the reader, Plummer added.

If your release is longer than one page, type the word “MORE” in capital letters at the bottom of the first page. Type “###” at the end of the release, several lines below the last line of text.

“This signals the editor or reporter that that is the end of the news release,” Plummer explained.

A Westwood man has been promoted to the position of marketing manager at ResearchWorks, according to Elizabeth Edwards, the firm's president.

He is John Jones, who joined the company in 1991 as a marketing support specialist. In his new position, he will be responsible for expanding ResearchWorks' client base in the Southeast.

Jones is a native of Chicago and received a bachelor of science degree in computer science from the University of Pittsburgh in 1990.

Founded in 1988, ResearchWorks provides businesses with customized market and competitive information by researching on-line computer databases and other sources. The firm has eight employees and is located in the Woodhills Technology Park.

A local firm has received a contract from a major Georgia manufacturer to provide market research services for a three-year period.

ResearchWorks, located in the Woodhills Technology Park, signed the contract with Echo Plastics of Atlanta, according to Elizabeth Edwards, the local firm's president.

"We're delighted that our research services were chosen by a company as significant as Echo," Ms. Edwards said. "This contract will mean an increase in the number of employees at ResearchWorks."

Ms. Edwards said ResearchWorks will provide international market research for Echo, which is the leading American producer of fluorescent plastic golf tees and ball markers.

Founded in 1988, ResearchWorks provides businesses with customized market and competitive information by researching on-line computer databases and other sources. The firm has 11 employees.

Three employees of a local firm attended a seminar on the research needs of business in the global marketplace.

Attending the Insight 2000 seminar of the International On-Line Research Association were John Jones, Margaret Williams and Thomas Franklin, marketing employees from ResearchWorks, a business located in the Woodhills Technology Park. The four-day seminar was held in San Francisco.

“We think it’s very important for our employees to expand their skills,” said Elizabeth Edwards, president of ResearchWorks. “One reason our business has been so successful is that we insist on continuing learning.”

Founded in 1988, ResearchWorks provides businesses with customized market and competitive information by researching on-line computer databases and other sources. The firm has 22 employees.

ResearchWorks will construct a new, \$4 million building in the Woodhills Technology Park.

Elizabeth Edwards, president of the six-year-old research firm, announced her company's expansion plans at a news conference before a meeting of the Westwood Chamber of Commerce today.

"The growth of ResearchWorks has been exceptional over the past two years," Ms. Edwards said. "We've added 10 employees in the last six months, and with two major contracts to be signed in the near future, we'll be adding more employees.

"We've simply run out of space in our current location."

Lockwood Construction has been hired for the building project, Ms. Edwards announced, with occupancy expected early next year.

Founded in 1988, ResearchWorks provides businesses with customized market and competitive information by researching on-line computer databases and other sources. The firm has 32 employees and clients in 15 states.

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ResearchWorks will hold an open house at its new, \$4 million building in the Woodhills Technology Park from 10 a.m. to 3 p.m. Saturday, March 15.

“We’re proud of our new home, and we want to show it off to the public,” said Elizabeth Edwards, president of the local company.

“In addition to tours of our state-of-the-art facility, we’ll be offering demonstrations of the latest in personal computer technology, educational software for children and the use of on-line information services,” she said. “We hope our neighbors in the community will take the opportunity to visit us.”

ResearchWorks is one of the fastest-growing businesses in the area, Ms. Edwards said.

Founded in 1988, ResearchWorks provides businesses with customized market and competitive information by researching on-line computer databases and other sources. The firm has 38 employees and clients in 18 states.

The Woodhills Area School District and a local high-technology company have announced an essay contest for students in the district.

The contest is being sponsored by the school district and ResearchWorks, a business located in the Woodhills Technology Park. The contest is open to all students in the district.

The topic of the essay contest is “What I Like About My Computer.” Three winners, one each from the elementary, middle school and high school grades, will receive \$100 U.S. Savings Bonds provided by ResearchWorks. The entries will be judged by teachers from the district.

“We’re delighted to be a part of this contest,” said Elizabeth Edwards, president of ResearchWorks. “We hope it encourages the students to think about how important computers are in their lives.”

Founded in 1988, ResearchWorks provides businesses with customized market and competitive information by researching on-line computer databases and other sources. The firm has 40 employees and clients in 18 states.

ResearchWorks, a high-tech research business located in Westwood's Woodhills Technology Park, will hold an open house at its new headquarters building this Saturday, March 15. The public is invited to visit the \$4 million facility to see the latest in personal computer technology and demonstrations of educational software for children. The open house hours are from 10 to 3. For additional information, call ResearchWorks at 363-3636.

