

**Embargoed until: [Time, timezone and date]**

## **[YOUR HEADLINE GOES HERE]**

*[Optional subheadline]*

**[LOCATION]**, - **[Month, Date, Year]** - [Your studio name] is announcing the details of whatever it is you're announcing! A new game? An anniversary? Seasonal event information? Whatever your story is, make sure there's enough detail in this first paragraph to cover the key points of your story if it's used on its own.

Your second paragraph is where you dive into the features of your game. Make sure you mention specific gameplay elements, levels, features, inspirations, characters – all of that stuff goes here.

**[Name of spokesperson]**, **[job title]** at **[your company name]** says:

*"Insert your quote here if needed. This is likely to get used if it's in a B2B/corporate release so make sure it adds value to your story. You can be subjective here, as it's a quote!"*

You can use a third paragraph to dive deeper into gameplay features, but it's probably better to break any other key facts and features about your game into a bulleted list.

**[Your game name]** List of features

- **[interesting feature]**
- **[interesting feature]**
- **[interesting feature]**
- **[until you've run out of interesting features!]**

**[Your game name]** is set to launch on **[platforms]** in **[release date/window.]** You can stay updated on **[social media platform links]** and **[any other important channels]**. You can also add the game to your Steam wishlists **[insert links]** and visit **[your game/company website]** for more information.

**-- ENDS --**

**Notes to Editor:**

Interview opportunities are available with **[spokesperson]** at **[your company name]**. For additional information and image requests, please contact:

**[Name and contact information of person handling PR]**

Media Kit: **[link to your media kit goes here]**

**Commented [1]:** This is your call to action. Regardless of whether you're writing a press release for a new game release, update or event, make sure you include details on what you want your readers to do.

**Commented [2]:** Always include a Notes to editor section so journalists know who to contact if they need more information. Sometimes press releases can get forwarded through newsrooms so the person responsible for covering your game may not have your contact information.

Trailer: [\[link to your trailer goes here\]](#)

Steam: [\[link to your Steam store goes here\]](#)

Website: [\[link to your game's website goes here\]](#)

**About [\[your game\]](#)**

**[\[link to game website\]](#)**

Information about your game goes here, written in third-person

**About [\[your company\]](#)**

**[\[link to company website\]](#)**

Information about your company/studio goes here, written in third-person

