

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person
Company Name
Voice Phone Number
FAX Number
Email Address
Website URL

<HEADLINE> This is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts - Arial, Times New Roman, Verdana.

<City>, <State>, <Date> - Your first paragraph of the release should be written in a clear and concise manner. It needs contain information that will "entice" the reader. Your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, be sure to include the date, location of the event and any other pertinent information. Answer the questions "who", "what", "when", "where", "why" and "how".

You should include a quote from someone that is a credible source; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

ABOUT <COMPANY> - Include a brief description of your company along with the products and services it provides.

- END -

At the end of the release, you need to indicate that the release is ended. The usual method of transmitting your release is via fax, and this is the best way to let journalists know they have received the entire release. Type "End" on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page.

ATTN: Editor

FOR IMMEDIATE RELEASE:

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“Local Contractor Honored at 2006 Landscape Awards”

San Jose, CA, 22 June 2005—On June 18th of this year the San Francisco Bay Area (SFBA) chapter of the California Landscape Contractors Association (CLCA) presented its 2006 awards acknowledging exceptional work done by its members in the past year and entered in competition at an awards banquet held at the Sheraton Palo Alto Hotel.

One of the most honored contractors was Landscape Company, Inc. proudly accepting four awards, including a First Place trophy in the Residential Estate category for the landscaping at the Palo Alto residence of Mr. and Mrs. Hancock. The winning entry was designed by Joe Dirt, ASLA. The job included several hardscape and water feature elements as well as irrigation, planting, and lighting. John Doe, president of Landscape Company, Inc., points out that the difficulty factor of installation was particularly high due to access limitations, steep inclines, and little or no staging areas.

In the Small Residential Installation category, Landscape Company, Inc. received an achievement award for the South San Jose residence of Mr. and Mrs. Claus. John Doe designed a spectacular display of patio and pool environment that complimented the homeowner's personalities.

The Herbert S. Frank Award for Special Effects in landscaping also went to Landscape Company, Inc. for the Hancock Residence. The special effects employed at the Hancock residence include a diverse water feature coupled with extravagant boulder work, and stone walls with a variety of plant materials. The water feature also included a single-slab stone bridge weighing several tons.

Landscape Company, Inc. proudly accepted an award in the Medium Residential Maintenance Category. These awards are given to companies who exhibit excellence in the care and upkeep of both commercial and residential jobs.

This year's judges included four upstanding individuals in the green industry.

ABOUT LANDSCAPE COMPANY, INC. – The Company is based in Lahlahland, CA and was founded in 1995 by John Doe who..... Blah, blah, blah.

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