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The Top 110 Reasons for Writing a Press Release

1. New business announcement

2. Just purchased an existing business

3. Just sold a business

4. Just merged businesses

5. New service offering

6. New product line

7. New website

8. Re-launch of an existing website

9. Offering a discount on a product or service

10. Events in news that tie into your product or service

11. Discontinuing a product or service

12. New research that ties into your product or service

13. Something that makes your product or service unique to your industry or customer

14. Price increase or decrease

15. Announcing involvement in charitable event or activity

16. Announcing an internship program

17. Sponsoring a local sports team or athlete  
18. Sponsoring a local event

19. Pro bono work done for a newsworthy client

20. Releasing findings of a new study or research

21. Offbeat or humorous news (e.g. "Kung Fu Squirrels Go Nuts

in Africa")

22. Change in business terms (e.g. shipping policy/rates, new

website terms)

23. Business tips

24. Top Ten List (e.g. top ten juicing recipes)

25. Inspiration stories tied into you or your business  
26. Humorous stories tied into you or your business

27. Commentary on new trends or technology that may relate to

your business

28. Predicting new trends or technology that may relate to

your business

29. Receiving an award

30. Giving an award

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31. Commentary tie in on someone receiving and award (e.g. Jack Nicholson receiving an Academy Award)

32. A major accomplishment for you or your business

33. Published a new eBook

34. Published a new book

35. Published a new newsletter

36. Company anniversary

37. Website anniversary

38. Partnership anniversary

39. Business relocation

40. Business adding a new location

41. New company name/announcement

42. Responding to being named in a lawsuit

43. Filing a lawsuit

44. Announcing the acquisition of a new large client  
45. Announcing an appearance in the news

46. Announcing an appearance on the radio

47. Announcing an appearance on a podcast

48. Appearance in print media

49. Webcast appearance

50. Announcing a television appearance

51. Hosting or appearing on a webinar

52. Hosting or appearing on a teleseminar

53. Announcing a media appearance of any kind

54. Public appearance

55. Speaking engagement

56. Attending a conference

57. Keynote speaker

58. Sponsoring a workshop

59. Sponsoring a fundraiser

60. Sponsoring a seminar

61. Hosting a contest

62. Funding a scholarship

63. Contributing to a scholarship

64. Partnership agreement with another business or organization

65. Hiring of a new executive

66. Announcing a promotion in the company

6.7 Retirement of an employee or executive

68. Death in the company

69. Employee resignation

70. Change in the way a product is manufactured

71. A new technology or process within the company

72. New company image

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73. Change in current branding  
74. New brand  
75. New company logo  
76. Restructuring a company

77. Exposing industry scams

78. Holiday related sale

79. Holiday related event

80. Making industry prediction countering or supporting

industry experts

81. Providing a quote or a sound bite relating to news relevant to your industry

82. New use/application for your product  
83. Celebrity or public figure using your product

84. Celebrity or public figure endorsing your product

85. Hosting a tour of your facility

86. Staff member receiving a new credential or certification

87. Offering free product sample

88. Offering free consultations

89. Response to accusation against your industry or your company

90. Setting a major goal

91. Accomplishing a major goal

92. Launching a rewards program

93. Announcing a new referral program

94. Schedule of upcoming speaking engagements

95. Hosting a conference

96. Announcing efforts to make your company more "green”

97. Disproving common myths in your industry

98. Taking your company public

99. Taking public company back to a private company

100. Transferring ownership of public company

101. Reorganization of a public company

102. Initial public offering and timeline to go public

103. Filing a patent

104. Being awarded a patent

105. Commemorating an important milestone

106. Exhibiting at a trade show

107. Announcing a stock offering

108. Tips sheet (e.g. handy tips for growing tomatoes, five easy steps to save for retirement)  
109. Change in staff  
110. Reorganization of staff positions

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