FOR IMMEDIATE RELEASE

**[Headline of the Press Release]**

[Short, one-sentence subheadline supporting the main headline]

**Stockholm, Sweden – [Date]** – Start with a powerful opening paragraph that clearly states the news. This should answer the key questions: Who? What? When? Where? Why? It should grab attention and summarize the main point of the release.

This second paragraph provides more background. Explain why the news matters whether it's a product launch, a funding round, an achievement, or something else. Be factual, concise, and avoid fluff. Include a quote if relevant here or in the next paragraph.

"Insert a quote here from a key spokesperson (founder, investor, or relevant person) that adds human insight to the news," said [Name], [Title] of [Company]. "Quotes help break up the copy and give journalists something to cite directly."

Add a third paragraph if you need to explain further context. This could be market background, comparisons, or what this announcement signals about the company’s direction. Use simple, declarative language.

Finish with a paragraph about what’s next. Is this the beginning of something? Are there upcoming events, product rollouts, or growth plans? Encourage follow-up or engagement if needed (like interviews, images or demos).

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**About [Your Company]**

[Company Name] is a [1–2 sentence boilerplate about your company: what you do, who you serve, and what sets you apart. This same paragraph should be used consistently across all your press releases.]

Media contact:
[Full Name]
[Title]
[Email address]
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