



How to Issue a Press Release for the First Time

Step 1: Personalize Your Template

Start with the press release template you have been given. Customize it by:

- Filling in all placeholders such as recipient name, city and state, and award category
- Adding a quote from the honoree or spokesperson that reflects their impact
- Including a link to your profile or recognition page
- Reviewing grammar, spelling, and formatting for clarity and professionalism

Tip: Keep it to one page and focus on the most compelling details

Step 2: Choose Your Distribution Method

You can either send your press release yourself or use a professional distribution service

Option A: Direct Outreach

Send your press release to:

- Local newspapers and television stations using their newsroom or editor email
- Veteran organizations and community newsletters
- Your company blog or news section
- LinkedIn, Facebook, and other social media platforms
- Email lists including members, partners, and alumni

Tip: Use a strong subject line such as Local Veteran Honored as National Winner by Military Friendly

Step 3: Share and Amplify

Once your press release is published:

- Share the link on social media with a personal message
- Tag Military Friendly and relevant organizations
- Add it to your email signature or newsletter
- Include it in onboarding materials, CV or resume
- Include in social media profiles



Option B: Professional Distribution Platforms

These services send your press release to journalists, media outlets, and news aggregators.

Outlet	Best for	Investment	Cost
PR Newswire	National reach and corporate visibility	High	\$\$\$
Business Wire	Investor friendly and high impact	High	\$\$\$
GlobeNewswire	Broad distribution with multimedia	High	\$\$\$
EIN Presswire	Budget friendly and niche targeting	Medium to High	\$\$-\$\$\$
IssueWire	Affordable and small business friendly	Low to Medium	\$-\$\$
Newswire	Scalable plans with analytics	Low Medium	\$-\$\$
NewswireJet	Best for: Startups, non-profit and sm biz	Low	\$
eReleases	Best for new users regional influence	Low	\$

Bonus Tips: Timing and Follow Up

- Best days to release are Tuesday through Thursday mornings
- Follow up with local reporters by sending a short pitch and your press release
- Track coverage using Google Alerts for your name or organization
- Engage in public speaking opportunities