

Press Release Samples

By Peter Bowerman

The following samples represent a mix of B2C (business-to-consumer) and B2B (business-to-business) press releases. The final one was part of my ongoing marketing of my own books.

Hopefully, you'll get a sense of the engaging, storytelling tone I bring to my writing (when appropriate, of course). If your requirements call for a more straightforward, "just-the-facts" tone, I can certainly deliver that.

That said, I've learned, from my years in sales, and since beginning my copywriting practice in 1994—and given the short attention span of most readers—that you always need to draw a reader in, regardless of how unflashy the subject matter may be.

Additionally, my goal is always to *begin with benefits* (the things that matter most to a target audience) when possible and appropriate, and then *follow with features* (all about the product/service and the entity selling it).

I can provide an abstract at the beginning of the release (like #1 below), or not, depending on your requirements.

Hope you like!

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FOR IMMEDIATE RELEASE

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All-Woman Atlanta Gynecology Practice Celebrates 30 Years—with a Makeover

Abstract: *McDaniel & Durrett, P.C., an Atlanta gynecology practice, is celebrating 30 years of serving patients with a major renovation of their Piedmont office to create a fresh, contemporary and welcoming “boutique”-style space that improves their patient experience.*

ATLANTA, Georgia – August 10, 2017 – Given the importance of gynecology to a woman’s lifelong wellbeing—and the fact that doctors’ visits are often stressful—it’s logical that the setting in which that care is delivered would be crucial.

McDaniel & Durrett, P.C., an all-woman (doctors and nurses) gynecology practice in Atlanta, is celebrating 30 years in business this year, and marking the milestone by undertaking a significant office makeover, designed to create an up-to-date, inviting, tranquil space to serve their patients.

According to partner physician, Dr. Lynley S. Durrett, the goal of the makeover was to create a space that’s “fresh, breezy, peaceful and contemporary. Most importantly, it doesn’t feel like a doctor’s office.” Durrett notes that, given the life-encompassing nature of gynecology, women have more stringent criteria for choosing their gynecologist. She adds, “Small things, like an office setting, count for a lot.”

But, the holistic nature of M&D’s practice also explains their longevity. Unlike most other gynecology practices, which focus primarily on the surgical side of the specialty, M&D, notes Durrett, offers “both top-notch surgical care and outstanding continuing care services.”

How about the “all-woman” nature of the practice? Does that make a difference? Definitely, says Durrett, who observes, “Our unique understanding of their needs, not surprisingly, gives women an extra measure of comfort. Woman’s health doesn’t stop when they stop having babies; it’s just one step in a far longer journey. Women taking care of women understand these things.”

Summing up what’s clearly been a winning formula for their patients for three decades, she says, “Between our full range of surgical and continuing-care services; our all-women staff involved in every phase of our patients’ life journeys; and our newly welcoming, comfortable offices covering a broad swath of north-central Atlanta, we’ve been doing a lot of things right for a long time.”

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McDaniel & Durrett, P.C. Gynecology has offices on the Piedmont Hospital campus on Collier Rd. and a satellite office on the Northside Hospital campus. For more information on staff, services and locations, please visit <http://www.mcdanielanddurrett.com>.

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Transit technology firm announces new tool to fight pandemic spread

ATLANTA, Georgia – July 16, 2020 – In the current pandemic era, a popular new buzzword is “contact tracing” – identifying and managing people who’ve been exposed to a disease, to prevent further transmission. Passio Technologies, an Atlanta, GA firm providing high-tech transit and parking solutions, has just announced the release of their new product, *Contact Tracing*—touted as a new tool in the fight against pandemics.

According to the company, *Contact Tracing*, a new module in their flagship Gateway platform, works with existing transit-card scanning systems to identify and alert passengers on university and corporate transit systems who may have been exposed to an infected fellow rider. Says Passio CEO Mitch Skyer, “This system can give passengers confidence that if someone was identified as sick or contagious, there would be a plan of action to notify people.”

The program’s reporting system collects rider data from ID scans, letting transit agencies know which other cards were swiped on or off during the same timeframe. Notes Skyer, “Tracing and tracking are key ‘first-line’ tools to help control and eventually beat pandemics.”

The new offering reportedly integrates with other Passio solutions to further boost its functionality: LED signage (to display, for example, safety messages urging riders to report illness); Automatic Passenger Counting (to verify real-time passenger loads); and the Passio GO app (riders can track the ETA and rider levels of incoming buses, and choose to board or wait).

Far from an experimental solution, Skyer points out that *Contact Tracing*, “is a proven solution that’s been tested and used in a variety of customer application. We are in full production mode, and keep adding additional reporting and features.”

In the uncertain times we’re all experiencing during COVID, observes Skyer, it’s easy to feel like we have no control, adding, “Just like wearing facemasks and practicing social distancing, this is one more tool to provide a little more control in our lives.”

Moreover, according to Skyer, tools like *Contact Tracing* can help transit agencies proactively take on a protector role. He explains, “This solution allows companies to move beyond just providing transportation services, and actually help protect the health and safety of their riders and operators.”

For more information on Passio’s *Contact Tracing*, visit <https://passiotech.com/contact-tracing/>

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New transit module promises to maximize efficiency AND customer service

ATLANTA, Georgia – August 11, 2020 – In our new COVID-impacted world, transit providers seeking solutions to improve overall operational efficiency wrestle with how to do so without compromising the quality of service they deliver to their customers. Atlanta transit technology firm, Passio Technologies, recently announced the release of *Request & GO*, a new transit tool that reportedly promises to enhance both efficiency *and* customer service.

According to Passio CEO Mitch Skyer, “With *Request & GO*, passengers with the *Passio GO* app who are located at a particular stop can request a pickup. They’ll receive a confirmation from the driver, providing vehicle ETA and a map of the vehicle’s progress, along with precious peace of mind—especially important for passengers waiting in remote areas.”

But what makes the tool so useful to transit providers, according to the company, is that there are three types of stop requests available in *Request & GO* systems: stops that are always serviced, regardless of request; stops on the route only serviced upon request; and stops *not* on the route (though authorized), but serviced upon request.

The data collected from all three stop-request types reportedly gives transit providers actionable insights into how their system is being used, allowing providers, as the company sees it, to “make fixed route systems dynamic and elastic.”

The upshot? Clients can provide transportation to large areas with low population density, along with late-night service (where *Request & GO* is already in use), and service to outlier stops.

Says Skyer, “With *Request & GO*, rock-solid reporting showing real-time demand based on actual rider usage means clients no longer have to choose between efficiency and coverage area.”

Passio Request & GO is an add-on to their popular *Passio GO* passenger app. Skyer notes, “For those clients already using *Passio GO*, *Request & GO* can be fully operational in two weeks, and four weeks for those adding *Passio GO* and *Request & GO*.”

For more information on *Passio Request & GO*, visit <http://passiotech.com/request-and-go>.

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Mom Inventor Launches New Resources for Fellow At-Home “Inventrepreneurs”

PAWTUCKET, RI – July 26, 2007 – When her newborn daughter Grace managed to escape every swaddling blanket known to motherkind, and still wasn’t sleeping well at four months, sleep-deprived Rhode Island mom Heather Allard decided *not* to take it lying down, bleary eyes wide open. She got creative, started sketching, and *Swaddleaze* – the “original 2-in-1 swaddler and sleep sack” – was born.

That was the beginning of her entrepreneurial odyssey, one that now has her sharing her expertise with other mom (and dad) “inventrepreneurs” through a series of topic-specific reports as well as a one-on-one consulting service.

Referring to *Swaddleaze*, Allard says, “Necessity definitely drove the mother of this invention.” The item, a baby product best seller in the U.S., Canada, Europe and the UK, has won awards from iParenting Media Awards, The Family Review Center and Preemie Magazine. Allard followed it up with the *Blankeaze* – dubbed “the next generation of wearable blankets” – which was recently picked up by the *One Step Ahead* catalog (circulation: 5,000,000+).

Allard, who single-handedly started and built her successful business, ended up licensing her products to *Summer Infant* (www.summerinfant.com), through which she earns a handsome royalty income. Now turning her sights to sharing her knowledge, she observes, “There are so many things a budding ‘inventrepreneur’ (a term she coined) needs to know, along with a host of potential pitfalls and scams to avoid. I definitely could have used the expertise I’d now like to share with others – expertise often gathered the hard and expensive way.”

Her series of mini-reports, under the umbrella name of *Journeaze*, will each focus on a specific core topic relevant to fellow inventrepreneurs: advertising, marketing, and PR; producing products overseas; the power of research; web design; liability insurance; patents/trademarks; operating more efficiently, and others. Her consulting services, which she plans to offer on both hourly and retainer bases, will offer more focused one-on-one attention.

“When I started out with the *Swaddleaze*,” she recalls, “I didn’t know what to do, where to turn, or how to proceed. And I think about how much time, money and aggravation I could have saved if I’d had some place to turn for guidance.”

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Transit tech firm launching analytics tools for electric-vehicle fleets

ATLANTA, Georgia – February, 19, 2021 – When Columbia university in New York city recently decided to transition their gas-powered bus fleet to electric, their transit-technology provider, Passio Technologies, realized it was time to step up.

Atlanta-based Passio recently announced the upcoming launch of an EV-focused (electric vehicle) dashboard in their *Passio Navigator* console, providing analytics and reporting tools for their EV clients. Says Passio president, Mitch Skyer, “We’re excited about empowering the shift to EVs, and these tools will help our customers not only make better decisions for their fleets, but see the measurable impacts of their switch to electric.”

The growth of EVs is accelerating. The International Energy Agency predicts that 2030 will see 125 million electric cars on the road. Meanwhile, Bloomberg New Energy Finance predicts that nearly 60% of bus fleets will be electric in 2040 (intriguing sidebar: China is currently home to 99% of the world’s e-buses). CALSTART, a nonprofit committed to a clean, high tech transportation industry, reports that demand for E-buses is outstripping supply, with hundreds of backlogged orders.

It’s no mystery what’s driving both the growth of EVs in general, and the transition of bus fleets to electric in particular. There’s greater awareness of the environmental benefits (bolstered by government incentives); after all, the EPA reports that the transportation sector accounts for nearly 30% of total US emissions. Add increasingly lower-cost batteries, greater charging infrastructure, and bottom-line cost savings, and even the bean-counters are getting on board with electric.

Electric bus manufacturer New Flyer estimates that, over its lifespan, an electric bus could save \$400,000 in fuel costs, and \$125,000 in maintenance costs. No surprise, given that EVs have 1/10th the number of parts of their dirtier, gas-belching cousins. Moreover, electric buses simply offer a better, cleaner transit experience: a lot less noise and vibration, and no exhaust.

Passio’s EV-focused dashboard will automatically calculate metrics such as estimated savings in gas and maintenance (in \$); reduction in carbon footprint (over gas buses, which emit three times as much CO2); reduction in noise pollution; number of trees saved, and more.

The data generated by the new tools, notes Passio, can, as mentioned, not only lead to better transit decision-making, but the measurable proof of an agency’s reduced impact on the environment can be used in marketing initiatives to green-conscious riders, to encourage ridership.

Says Skyer, “Passio is proud to be an agent of change towards electric transit. Solutions like ours will provide our customers with the concrete evidence of money saved, carbon reduced, and their commitment to a cleaner world.”

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New Mountain “UN-Development” Offers Natural Beauty (and No Golf...)

CHATSWORTH, GA – June 1, 2011 – It started out as a simple weekend getaway to North Georgia for Robert and Liz Coleman. But the mountains worked their magic and something clicked for the city-stressed Atlanta couple.

Now, after years of being near-evangelists for mountain living, their development company, Fort Mountain Resort & Properties, has announced the opening of *The Summit of Fort Mountain* near Chatsworth, Georgia, just 90 minutes from Atlanta. The 150-acre property offers residential home sites geared to those seeking the mountain life – but minus golf, tennis, or community pools.

As Coleman explains, “*The Summit* is an experience and feeling quite removed from the huge luxury mountain communities built on the golf/tennis/swim model. We’ve built it for the family who comes to the mountains *for* the mountains – hiking, biking, horseback riding, and more.”

According to Coleman, it’s more than just the absence of links, courts, and pool chairs that sets *The Summit* apart. The property has only 60 lots, and annual dues are \$250 – far lower than most golf/tennis communities.

All home sites offer views of the nearby mountains, creeks and valleys, and the property features miles of hiking trails throughout. In addition, *The Summit* sits right next to Fort Mountain State Park, and down the road from the 40,000-acre Cohutta Wilderness Area.

The Colemans’ path to *The Summit* started in 2008 when they built their own cabin on Fort Mountain. Over time, one cabin became ten rentals known as *Wilderness View Cabins*. Next, the couple – Robert, an apartment manager, and Liz, an HP employee – converted the local “Rock Shop” into a six-bedroom B&B, *The Overlook Inn*. Shortly after quitting their jobs to pursue their dreams full-time, they purchased the acreage for the future home of *The Summit*.

“There are so many families out there at that crazy, stressed-out place where we once were,” explains Liz. “*The Summit* enables us to make a living by helping people own the incredible quality of life we enjoy – people who like their nature untouched and lightly developed. It’s a pretty special place, for a pretty special kind of person.”

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For more information on *The Summit of Fort Mountain*, please call 706-517-8810 or visit www.georgia-mountain-property.com. For information on the *Wilderness View Cabins* and *The Overlook Inn B&B*, both owned by *Fort Mountain Resort & Properties*, visit www.fortmtn.com.

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New Economy Offers Writers the Chance to Swap “Starving” for “Well-Fed”

Atlanta, GA – April 24, 2012 – The downsizing of Corporate America – from small firms to Fortune 100 behemoths – continues. But one writer and author says that’s good news for freelance writers looking to move from starving to “well-fed.”

According to Peter Bowerman, veteran “commercial” freelance writer and author of the 2010 edition of *The Well-Fed Writer*, “In a downturn, often the first departments of a company to get pared down or eliminated altogether are marketing and communications. Yet, the work still has to get done, and smart, strategic, creative freelancers can help pick up the slack.”

In the last downturn, according to Bowerman, companies learned the benefits of the freelancer model – benefits that are even more attractive and compelling today. Bowerman notes: “Many companies are asking themselves, ‘Why pay salaries and benefits when freelancers – offering a range of talent and fresh ‘outsider’ perspectives – give us only what we need, and only when we need it.’ While the economy may take away full-time jobs, it often gives back freelance work to the entrepreneurially-minded.”

Indeed, as many have discovered, entrepreneurship is on the rise, as unemployed folks looking at a tight job market realize they need to get creative to pay the bills. Launching their own business can be a better bet than waiting for things to turn around. As Bowerman points out, “There are countless folks out there who’ve always dreamed of being writers, and here’s a bona fide path to not only a writing career but a profitable one.”

The Well-Fed Writer (2010), is the updated compilation of Bowerman’s two original WFW titles: the 2000 award-winning Book-of-the-Month Club selection of the same name, and the 2005 triple-award-finalist companion volume, *TWFW: Back for Seconds*. Bowerman bills the book as, “a detailed how-to guide to help writers start a lucrative commercial freelancing practice: writing for businesses and creative agencies, and for hourly rates of \$50-125+.”

Citing the contrast to magazine/newspaper writing, an industry that’s shed countless jobs in the past decade, Bowerman says, “Why spend 20-25+ hours on an article that might pay \$300 and then fight for your money, when you could write a brochure, case study or direct-mail campaign in a fraction of the time, bill all your hours at \$75-\$125/hour and get paid in 30 days?”

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