



PRESS RELEASE IDEA GENERATION GUIDE

25 Tips to Increase Your Corporate Visibility

There's a saying that goes, "Advertising is what you pay for. Press is what you pray for." There are companies out there with a million stories to tell – they just don't know it yet. The following is a list of events that warrant a press release. We hope that these help you brand your company for success:

1. *New hire or promotion*
2. *Office relocation or expansion*
3. *Company anniversary ("We're beginning our 10th year in business.")*
4. *Company milestone ("Over one billion served.")*
5. *New product or service offering*
6. *Appointment to an association board or committee*
7. *New accreditation*
8. *Complete a career-related course*
9. *Time, equipment, or monetary charitable contributions*
10. *New corporate partnerships or affiliations*
11. *Present a seminar, lecture, or workshop (both in-house and off-site)*
12. *Host an Open House*
13. *Complete a project ("ABC Company just completed work on a...")*
14. *Acquire a new client*
15. *Host a well-known speaker or personality at a corporate event*
16. *Start a charitable function or cause*
17. *Begin a scholarship program*
18. *Receive an industry or personal award*
19. *Sponsor an event, cause, or award*
20. *Write or appear in an article in a local, national, or international publication*
21. *Provide insight into emerging industry trends*
22. *Report on recently conducted, in-house survey data ("Our polls indicate that...")*
23. *Tie in to a little-known holiday ("In honor of National Turnip Month, ...")*
24. *Sponsor a contest*
25. *Guest on a radio or TV talk show*