

# 100 Reasons to Send a Press Release



# Introduction

Press releases are one of the smartest ways to get your news out there, clearly, quickly, and with credibility. Whether you're a marketer, PR pro, or business owner, **this guide is packed with fresh ideas and reasons to send a press release.** Use it as your go-to source for inspiration, campaign planning, or even to fill up your editorial calendar with compelling news angles.

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## Product and Service Announcements

Sharing a product or service announcement helps build awareness and excitement around what's new, giving your audience a clear reason to pay attention. It's a powerful way to create buzz and support successful launches that drive interest and sales.

1. New product or service launch
2. New merchandise or branded swag
3. Product enhancements or feature rollouts
4. Beta or pilot program
5. API or SDK release
6. White-label product introduction
7. Pricing or packaging changes
8. Product discontinuation or retirement



## Strategic Partnerships and Alliances

Sharing news about a strategic partnership or alliance shows your company is growing and teaming up with others to innovate and stay ahead in the industry. These press releases highlight your commitment to collaboration and strengthens your market position.

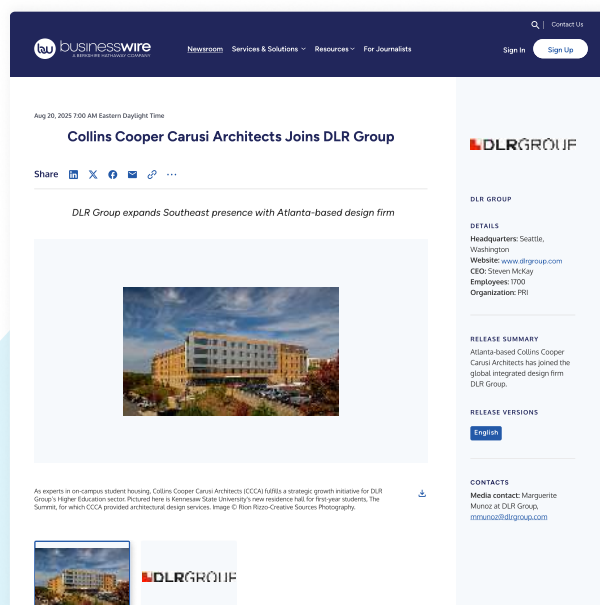
9. New strategic partnership
10. Industry consortium membership
11. Academic or research collaboration

- 12. Channel/reseller partner program launch
- 13. Technology partnership
- 14. Influencer collaboration
- 15. Strategic advisory board announcement

## Market and Global Expansion

Announcing market and global expansion shows your business is growing by reaching new customers and seizing new opportunities.

- 16. Entry into a new geographic market
- 17. International office or team expansion
- 18. New distribution channel
- 19. Global partnership
- 20. Localization of services or products



## Company News and Milestones

Sharing company news and milestones helps build momentum and strengthen brand trust by highlighting important achievements, new directions, and exciting changes within your business.

- 21. Company anniversary or milestone
- 22. New strategic roadmap
- 23. Brand refresh or rebranding
- 24. Launch of a new office, HQ, or facility
- 25. Opening an innovation lab or incubator
- 26. Corporate restructuring or reorganization
- 27. Business name change



## Leadership and People News

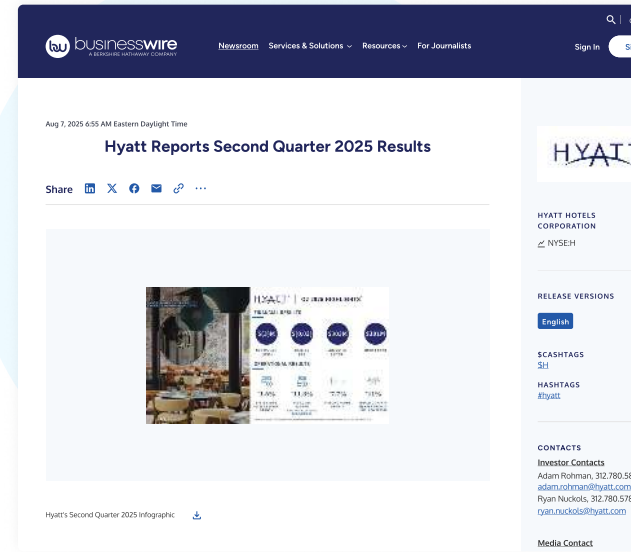
Sharing leadership and people news showcases your company's growth, expertise, and unique culture, helping to build trust and attract talent.

- 28. New executive or leadership hire
- 29. Leadership development program launch
- 30. Internship or apprenticeship program
- 31. Employee wellness initiative
- 32. Employee stock purchase plan (ESPP)
- 33. Employee achievements or recognition

# Financial and Investor Updates

Financial and investor updates keep stakeholders informed and build trust by maintaining transparency about your company's performance and future plans.

- 34. Quarterly or annual financial results
- 35. IPO filing or registration
- 36. Dividend declaration
- 37. Investor roadshow or event
- 38. Debt financing or credit facility
- 39. Share buyback program
- 40. Secondary offering



# Awards and Recognitions

Sharing announcements about awards and recognitions boost your company's credibility by showcasing external validation and industry achievements.

- 41. Industry awards or honors
- 42. Certifications (e.g., ISO, SOC 2, etc.)
- 43. Media rankings or inclusions
- 44. Credit rating updates

## Customer Stories and Success

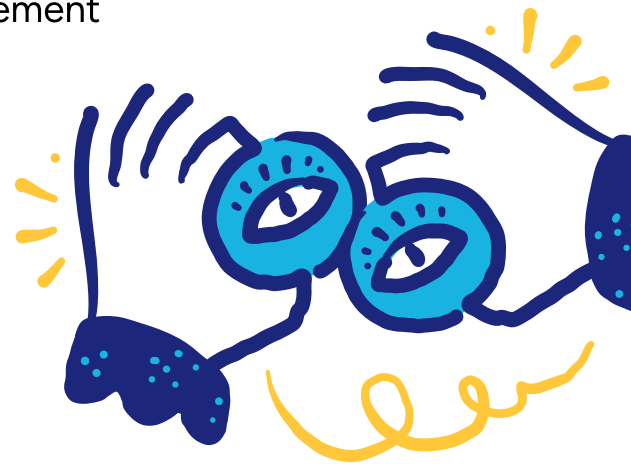
Highlighting real-world results builds trust by showing how your products or services positively impact customers.

- 45. Case study publication
- 46. Customer advisory board announcement
- 47. Launch or update of loyalty/rewards program

## Brand Engagement and Media Visibility

Building brand engagement and media visibility helps strengthen your brand's presence and attract valuable earned media coverage.

- 48. Behind-the-scenes company story or origin update
- 49. Media coverage highlights or executive interviews
- 50. Exclusive previews or press-only event invitations
- 51. Public response to viral moment or trending topic
- 52. Social media milestone or platform expansion
- 53. Brand ambassador or spokesperson announcement
- 54. Fan, community, or influencer spotlight



# Technology, Research, and Innovation

Showcasing technology, research, and innovation positions your company as a leader while attracting top talent and potential investors.

- 55. Technology breakthrough or innovation
- 56. Open-source contribution
- 57. R&D project launch or update
- 58. Patent filing or approval
- 59. AI/ML ethics framework
- 60. Launch of a digital transformation initiative





## Market Research and Trends

Distributing press releases about market research and trend insights positions your company as a thought leader and trusted expert in your industry.

- 61. Release of proprietary research
- 62. Benchmark or industry trend report
- 63. Market survey findings
- 64. Technical whitepaper publication
- 65. Economic or market outlook commentary
- 66. Consumer behavior insights or polling results
- 67. Industry predictions or forecasts



## Sustainability and ESG

Sharing your organization's sustainability and ESG efforts build trust with socially conscious stakeholders by showing your commitment to responsible and ethical practices.

- 68. ESG or sustainability report release
- 69. Carbon neutrality or offset milestone
- 70. Renewable energy or waste reduction programs
- 71. Green product innovation

# CSR, DEI, and Community Impact

Demonstrate your company's commitment to meaningful, purpose-driven actions that positively affect society by sharing your CSR, DEI or community impact initiatives.

72. CSR program or community initiative

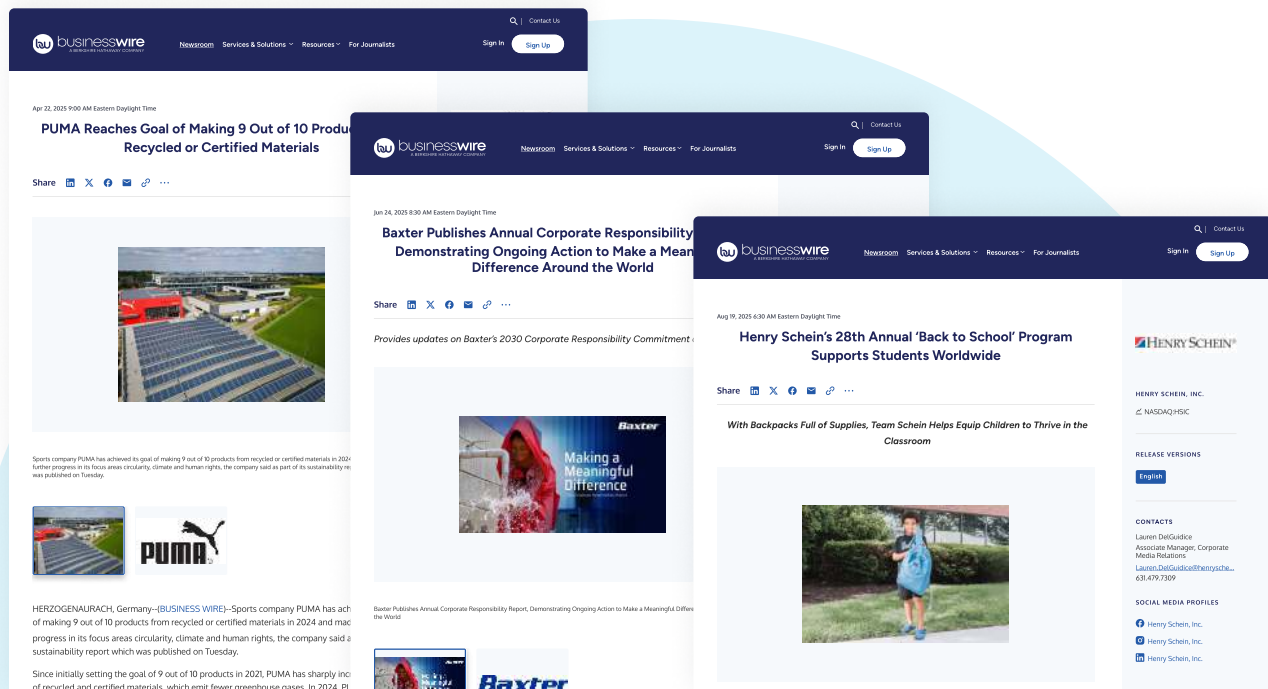
73. Supplier diversity program

74. Charitable donation or sponsorship

75. Scholarship or grant announcement

76. Volunteer day or service program

77. Diversity and inclusion initiatives



## Events and Thought Leadership

Drive engagement and awareness at events your company is attending, sponsoring, or hosting, and amplify your expertise by sharing thought leadership content through press releases to reach a wider, targeted audience.

- 78. Event participation or sponsorship
- 79. Annual user conference
- 80. Webinar series or virtual summit
- 81. Hackathon or innovation challenge
- 82. Podcast or video series launch
- 83. AMA (Ask Me Anything) session
- 84. Publication of a thought leadership article



## Security, Risk, and Crisis Communications

Demonstrate accountability, transparency, and preparedness by proactively communicating about security measures, risks, and crisis responses to maintain stakeholder trust and confidence.

- 85. Security enhancement updates
- 86. Regulatory approval for product or service
- 87. Regulatory compliance certification
- 88. Crisis response or preparedness plan
- 89. Data or security breach response

- 90. Product recall or safety notice
- 91. Response to operational disruptions or emergency closures
- 92. Leadership or policy updates tied to internal investigations or legal matters
- 93. Proactive communication to address misinformation or public concern

## Other Timely and Seasonal Opportunities

Capitalize on key calendar moments and seasonal trends to keep your messaging relevant and engage your audience throughout the year.

- 94. Holiday or seasonal campaign launch
- 95. New Year business outlook or resolutions
- 96. Tie-in to national observances or awareness days
- 97. Response to major news events or market shifts
- 98. Back-to-school, summer travel, or end-of-year highlights
- 99. Tax season announcements or financial prep tips
- 100. Weather-related updates or seasonal preparedness tips



**Press releases are one of the most effective ways to share your news clearly and quickly.** Whether it's a product launch, company milestone, partnership, event, or any of the 100 reasons covered in this guide, Business Wire is here to help.


Business Wire's powerful distribution network and built-in engagement tools ensure your news reaches the right audiences at the right time, maximizing your impact every step of the way.




Business Wire, a Berkshire Hathaway company, has been the global leader in press release distribution and regulatory disclosure for over 60 years. Trusted by thousands of organizations worldwide, Business Wire provides innovative solutions to deliver news with accuracy, reach, and impact.

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