

STANDARD PRESS RELEASE

Contact Information:

[Company]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



[PRESS RELEASE HEADLINE IN ALL CAPS]

[Optional Subheadline in Sentence Case]

[CITY, STATE, Month Date] — [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how you are sharing.] With the Guru app, Teams users can search and share knowledge directly in the Teams interface, staying aligned and engaged.

[Body: Include background and quotes] “One of our founding product principles at Guru is ‘live where you work.’ As more and more of our customers look to Microsoft to solve their messaging needs, we wanted to enable our users with the ability to surface contextual knowledge within Microsoft Teams,” said Diane Ruth, VP of Ecosystem at Guru.

Teams users can now search for and share Guru knowledge, verify the accuracy of knowledge, receive important notifications, and collaborate directly on knowledge—all without leaving the Teams’ chat interface. With Guru and Teams, you can keep your teams connected, engaged, and aligned like never before.

“Organizations are increasingly looking to be connected across distributed teams, and collaborate using a foundation of shared knowledge. With Guru’s add-in for Microsoft Outlook and now the Guru App for Microsoft Teams, we’re pleased to help our joint customers collaborate more quickly and easily,” said Mike Ammerlaan, Director of Microsoft 365 Ecosystem marketing at Microsoft Corp.

[Boilerplate] About Guru

Guru is the collaborative knowledge management solution behind the next generation of knowledge workers. With hundreds of customers including leading enterprises such as Shopify, Square, and Zoom, Guru is reshaping the way teams create, find, and share institutional knowledge to deliver delightful customer experiences. Founded by enterprise software veterans Rick Nucci and Mitchell Stewart, Guru has offices in Philadelphia, PA, and is backed by leading venture capital firms Accel Partners, Thrive Capital, Emergence Capital, and FirstMark Capital, with additional funding from the Slack Fund. Learn more at www.getguru.com or follow @Guru_HQ on Twitter.

[Call to Action] [Learn more](#) about Guru’s app for Teams and [get started for free](#).

###

EVENT PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[{Organization/Person} Presents {Event Name/Description}]

[CITY, STATE] — [Lede: {Organization/Person} will present {Event Name} at {Location} on {Date}, featuring {highlights, performers, guests, etc.}]

[Why and details: Start with why it's newsworthy] {Organization/Person} proudly presents {Event Name} for {the event's 20th anniversary, the first time, etc.} {Event Name} will feature {describe attractive highlights of the event}.

[Details: Include pricing, ticket prices, and where to get tickets.]

[Quote from critics, guest, performer, prior attendees, or others]

[Boilerplate about the organization/person/event/lead performer(s)] About Guru

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###

BUSINESS NEWS PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

**[Headline: e.g. {Name} Appointed New {Organization/Position}
or {Organization} Announces Acquisition of {Organization}
or {Company} Announces Strategic Partnership with {Company}]**

[CITY, STATE] — [Lede: {Organization} has announced {news with detail}.]

[Background, why, and any duties or consequences of the news]

[Quote from appointee or executives]

[Brief biography of the hire or background on the companies merging/partnering]

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EMAIL PRESS RELEASE

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FOR IMMEDIATE RELEASE

[Quality, Attention-Grabbing Headline]

[City, State] — [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how you are sharing.]

[Additional information, including quotes, links, and supporting content]

[Video and other multimedia content links]

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AWARDS PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[{Organization/Person} Named {Award/Description}]

[CITY, STATE] — [Lede: {Organization/Person} received the honor of {Award} on {Date} for {Category/Accomplishment} over {Competitor Names/Number of Competitors}.

[Short background: Include the award's history and a summary of how it is presented]

[Quote from judge, presenter, recipient, committee, etc.]

[Boilerplate about the winning organization/person] About Guru

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###

LAUNCH PRESS RELEASE

Contact Information:

[Company]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[{Organization/Person} Announces the Launch of {Product/Campaign/Publication Name}]

[CITY, STATE, Month Date] — [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how you are sharing.] With the Guru app, Teams users can search and share knowledge directly in the Teams interface, staying aligned and engaged.

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###

PRODUCT LAUNCH PRESS RELEASE

Contact Information:

[Company]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[Company] Announces the Launch of {Product}]

[CITY, STATE, Month Date] — [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how you are sharing.] With the Guru app, Teams users can search and share knowledge directly in the Teams interface, staying aligned and engaged.

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MERGERS & ACQUISITIONS PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

**[Headline: e.g. {Company} Announces Acquisition of {Company}
or {Company} Announces Merger with {Company}]**

[CITY, STATE] — [Lede: {Organization} has announced {merger or acquisition news with detail}.]

[Background, purpose, and consequences of the news]

[Quote from executives from both companies]

[Brief background on the companies]

[Boilerplate about each organization] About Guru

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###

REBRANDING PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[{Company} Announces {New Brand, New Website, New Logo, etc.}]]

[CITY, STATE] — [Lede: {Organization} announced today that it has {completed a major renaming/rebrand, updated its logo, launched a new label, etc.}.]

[1-2 sentences of company background, 1-3 sentences on why and what the rebrand entails, include any multimedia content to support the launch]

[Optional quote from creative leadership or from interviews with focus groups/customers on the rationale behind the rebranding]

[Boilerplate about the organization] About Guru

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###

GRAND OPENING PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[{Company} Announces {New Location, Grand Opening, etc.}]]

[CITY, STATE, Date, Month] — [Lede: {Company} announced today that it will be opening {its doors, a new location, etc.} in {place}. The public is invited to join in the grand opening to celebrate at {time} at {location}.]

[1-2 sentences on why it's worth covering: e.g. The grand opening includes {attractions/giveaways/prizes}.]

[Quote from the business owner, critics, guides, etc.]

[Boilerplate about the organization] About Guru

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###

NEW PARTNERSHIP PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[{Company}] Announces Strategic Partnership with {Company}]

[CITY, STATE] — [Lede: {Company} has officially announced it will form a strategic partnership with {Company}.]

[Background, purpose of the partnership, and consequences of the news]

[Quote from executives in both companies]

[Brief background on the companies partnering]

[Boilerplate about the organizations] About Guru

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###

NEW HIRE PRESS RELEASE

Contact Information:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[{Name} Appointed New {Organization/Position}]

[CITY, STATE] — [Lede: {Name} has been named {Title} of {Company}.]

[Background, why, and any duties]

[Quote from new appointee]

[Brief biography of the hire]

[Boilerplate about the organization] About Guru

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###

CHARITABLE INITIATIVES PRESS RELEASE

Media Contact:

[Organization]
[Contact Name]
[Phone Number]
[Email]

Release Date:

[Date]



FOR IMMEDIATE RELEASE

[[{Organization} {Kicks Off, Announces} {Initiative/Campaign Name}]]

[CITY, STATE] — [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how..]

[Mission, Call to Action] {Organizational Mission}. You can help by visiting <https://www.wikipedia.org/>.

[Boilerplate about the organization]

###

STANDARD PRESS RELEASE

Contact: [Name]
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[ORGANIZATION NAME]

[PRESS RELEASE HEADLINE]

[Optional Subheadline in Sentence Case]

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###

EVENT PRESS RELEASE

Contact: [Name]
[Company]
[Phone Number]
[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Organization/Person} Presents {Event Name/Description}]

[CITY, STATE, Month Date] – [Lede: {Organization/Person} will present {Event Name} at {Location} on {Date}, featuring {highlights, performers, guests, etc.}]

[Why and details: Start with why it's newsworthy] {Organization/Person} proudly presents {Event Name} for {the event's 20th anniversary, the first time, etc.} {Event Name} will feature {describe attractive highlights of the event}.

[Details: Include pricing, ticket prices, and where to get tickets.]

[Quote from critics, guest, performer, prior attendees, or others]

[Boilerplate about the organization/person/event/lead performer(s)] About Guru

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Contact: [Name]
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[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[Headline: e.g. {Name} Appointed New {Organization/Position}
or {Organization} Announces Acquisition of {Organization}
or {Company} Announces Strategic Partnership with {Company}]

[CITY, STATE, Month Date] – [Lede: {Organization} has announced {news with detail}.]

[Background, why, and any duties or consequences of the news]

[Quote from appointee or executives]

[Brief biography of the hire or background on the companies merging/partnering]

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EMAIL PRESS RELEASE

Contact: [Name]
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[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[Quality, Attention-Grabbing Headline]

[CITY, STATE, Month Date] – [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how you are sharing.]

[Additional information, including quotes, links, and supporting content]

[Video and other multimedia content links]

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Contact: [Name]
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[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Organization/Person} Named {Award/Description}]

[CITY, STATE, Month Date] – [Lede: {Organization/Person} received the honor of {Award} on {Date} for {Category/Accomplishment} over {Competitor Names/Number of Competitors}.

[Short background: Include the award’s history and a summary of how it is presented]

[Quote from judge, presenter, recipient, committee, etc.]

[Boilerplate about the winning organization/person] About Guru

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Contact: [Name]
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[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Organization/Person} Announces the Launch of
{Product/Campaign/Publication Name}]

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Contact: [Name]
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[{Company}] Announces the Launch of {Product}

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[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[Headline: e.g. {Company} Announces Acquisition of {Company}
or {Company} Announces Merger with {Company}]

[CITY, STATE, Month Date] – [Lede: {Organization} has announced {merger or acquisition news with detail}.]

[Background, purpose, and consequences of the news]

[Quote from executives from both companies]

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###

REBRANDING PRESS RELEASE

Contact: [Name]
[Company]
[Phone Number]
[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Company}] Announces {New Brand, New Website, New Logo, etc.}

[CITY, STATE, Month Date] – [Lede: {Organization} announced today that it has {completed a major renaming/rebrand, updated its logo, launched a new label, etc.}.]

[1-2 sentences of company background, 1-3 sentences on why and what the rebrand entails, include any multimedia content to support the launch]

[Optional quote from creative leadership or from interviews with focus groups or customers on the rationale behind the rebranding]

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###

GRAND OPENING PRESS RELEASE

Contact: [Name]
[Company]
[Phone Number]
[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Company} Announces {New Location, Grand Opening, etc.}]

[CITY, STATE, Month Date] – [Lede: {Company} announced today that it will be opening {its doors, a new location, etc.} in {place}. The public is invited to join in the grand opening to celebrate at {time} at {location}.]

[1-2 sentences on why it's worth covering: e.g. The grand opening includes {attractions/giveaways/prizes}.]

[Quote from the business owner, critics, guides, etc.]

[Boilerplate about the organization] About Guru

Guru is the collaborative knowledge management solution behind the next generation of knowledge workers. With hundreds of customers including leading enterprises such as Shopify, Square, and Zoom, Guru is reshaping the way teams create, find, and share institutional knowledge to deliver delightful customer experiences. Founded by enterprise software veterans Rick Nucci and Mitchell Stewart, Guru has offices in Philadelphia, PA and is backed by leading venture capital firms Accel Partners, Thrive Capital, Emergence Capital, and FirstMark Capital, with additional funding from the Slack Fund. Learn more at www.getguru.com or follow @Guru_HQ on Twitter.

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Contact: [Name]
[Company]
[Phone Number]
[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Company} Announces Strategic Partnership with {Company}]

[CITY, STATE, Month Date] – [Lede: {Company} has officially announced it will form a strategic partnership with {Company}.]

[Background, purpose of the partnership, and consequences of the news]

[Quote from executives in both companies]

[Brief background on the companies partnering]

[Boilerplate about the organizations] About Guru

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NEW HIRE PRESS RELEASE

Contact: [Name]
[Company]
[Phone Number]
[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Name}] Appointed New {Organization/Position}

[CITY, STATE, Month Date] – [Lede: {Name} has been named {Title} of {Company}.]

[Background, why, and any duties]

[Quote from new appointee]

[Brief biography of the hire]

[Boilerplate about the organization] About Guru

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CHARITABLE INITIATIVES PRESS RELEASE

Contact: [Name]
[Company]
[Phone Number]
[Email]

[ORGANIZATION NAME]

FOR IMMEDIATE RELEASE

[{Organization} {Kicks Off, Announces} {Initiative/Campaign Name}]

[CITY, STATE, Month Date] – [Lede: Summarize the most important information to share, including the who, what, when, where, why, and how..]

[Mission, Call to Action] {Organizational Mission}. You can help by visiting <https://www.wikipedia.org/>.

[Boilerplate about the organization]

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