

Press release FOR IMMEDIATE RELEASE To appear in the upper left-hand margin. all letters capitalized.

Title Subject of the press release: keep it short and catchy

Headline Optional short sentence stating what the press release is about. Headline is meant to capture the readers attention.

Brussels, Belgium, November 20, 2020 City the press release is issued from and the date the release is mailed – The lead paragraph is a strong 4-5 lines paragraph which should grasp the reader's attention. It says why this is news, and why the reader should read more.

The main body provides additional details; explains why this is newsworthy. Organize information from most important at the beginning through progressively less important information. Editors typically expect answers to questions such as: who, what, where, when, and how.

If the press release is about a project, list the key product features in order of significance – do not include all and everything. Provide links to additional information, such as white papers and data sheets. Write the full urls.

If it is about a success story explain the business background, the needs and the success factors. “A quote is something very important to include in a press release” says customer CIO, Ms Name Surname, “it bring life to stories that would otherwise be rather dull,” she adds.

Remember to obtain formal authorization from the person(s) you want to quote. Make the press release short. Two pages is maximum, and one page is generally better. And, please, no typos!

About Member Company

This is what they call the boilerplate: a short paragraph providing first level background details on the company. It provides context to the news, elements editors can use to customize the press release. It typically includes a presentation of the company, its products and services and a short company history. In joint press releases the member company boilerplate must be followed by the OW2 one. Visit: www.Company.com

About OW2

OW2 is an independent community dedicated to promoting open source software for information systems and to fostering their business ecosystems. Founded in January 2007, OW2 federates 100+ organizations and 3000+ IT professionals world wide. OW2 hosts 50+ technology Projects, including: ADR App, ASM, AuthzForce, CLIF, DocDoku, FusionDirectory, GLPI, JORAM, Knowage, LemonLDAP:NG, Lutece, OCS Inventory, Petals ESB, Prelude, ProActive, Rocket.Chat, SAT4J, SeedStack, Sympa, Telosys, Waarp, WebLab and XWiki. Visit www.ow2.org, follow us on Twitter @ow2.

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