[**Logo**]

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**[Company Name]**

**[Date]**

**[Business Name] Appoints [Name] As [New CEO]**

{*Sub-header: write one sentence about why this news is important to the company.*}

**[Place, date].** [Business Name] announced today that [name] has been appointed new CEO of the company. An experienced business leader, [Name] will succeed [outgoing CEO name] and assume responsibilities on [Date]. [Outgoing CEO name][reasons for leaving].

[Write two or three sentences on the new CEO’s background].

“[Quote from a senior board member about how new hire is the right fit],” said [quoted source]. “[Quote continued].”

While at [previous company], [new CEO] [list of achievements/awards/etc].

“[Quote from the senior board member on impact new CEO is expected to have],” said [quoted source]. “[Quote continued].”

[New CEO] received [academic degrees] from [university] in [year]. [Mention any accomplishments, recognition, related background, etc].

**About [Business Name]**

[Two to three sentences on what the business does. Include significant business partners and mission statement].

**Media Contact:**

[Name]

[Job Title]

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