Automation Alley Press Release System Guidelines and Sample Press Release

Looking for an effective way to share your company's news? Automation Alley members can submit company press releases for posting on automationalley.com and email distribution to thousands of fellow Automation Alley members, journalists and members of the business community who subscribe to our "News @8" email.

Press releases are reviewed by staff to ensure compliance with Automation Alley's guidelines (see below). Once approved, press releases are posted immediately to the Press Releases page, which can be found under the News tab at automationalley.com. All approved press release submissions received before 3 p.m. weekdays will be included in the following business day's "News @ 8" email, which is distributed at 8 a.m. each business day.

If your press release does not follow the guidelines listed below, you will receive an email stating the area(s) that need to be addressed before resubmitting.

In order to be approved, your company's press releases must:

1. Be formatted properly

The questions who, what, when, where and why should be addressed in the first two paragraphs. While some bulleted information is acceptable, the majority of the information must be presented in paragraph form. Generally, a well-formatted press release should resemble a news article.

2. Address one of the following topics:

- Personnel hires, achievements, or appointments
- Company awards or honors
- New office or location
- New partnerships

- New product or service offerings (not a sales pitch)
- Company milestones (e.g., anniversary)
- Event announcements

Please note that press releases announcing events should clearly explain the purpose of the event. The majority of the information should be presented in paragraph form, rather than bullet points. General event notices should be posted on Automation Alley's Event Calendar.

3. Include your company's boilerplate with a bold heading (i.e. About Automation Alley). A company boilerplate is a brief statement describing your company's purpose and/or products. You can edit your boilerplate at any time by clicking "Edit Your Boilerplate" below. Your boilerplate will automatically appear at the bottom of press releases you post to automationalley.com.

4. Be about your company

Automation Alley will not approve press releases submitted on behalf of non-member organizations. In addition, you may not post press releases on behalf of your organization's clients, members or subsidiaries.

The following pages are a guideline that can be used when writing a press release. If you have any questions, please contact Automation Alley at 800-427-5100 or email info@automationalley.com for immediate assistance.

Automation Alley reaches export milestone: $400 million in sales for local companies

Upcoming trade mission to make stops in Saudi Arabia, United Arab Emirates

TROY, Mich., Sept. 26, 2014 — Southeast Michigan companies have made more than $400 million in export sales as a result of Automation Alley trade missions and other activities, Michigan's largest technology business association announced today.

These export sales have resulted in the creation or support of more than 2,365 jobs. Automation Alley has reached this goal due to its trade mission program and other international activities, including the State Trade Export Promotion (STEP) program. Since Automation Alley's trade mission program began in 2001, the association has led 156 local companies on 21 trade missions to locations around the globe. In December, Automation Alley will lead local companies on a trade mission to Saudi Arabia and United Arab Emirates.

"We are proud to have reached this significant milestone with our export program. Around the globe, demand is increasing for Michigan-made products, services and technologies," said Noel Nevshehir, Automation Alley's director of international business services. "Automation Alley trade missions are results-driven and help small to medium-size businesses in Southeast Michigan capitalize on this demand, growing their businesses and creating jobs."

1. **Title**: The title should be brief (90-120 characters) and specific. Your company's name and other important keywords should appear at the beginning of the title (within the first 65 characters).

2. **Subtitle**: Subtitles are optional and can provide greater detail than will fit in the title. Subtitles should be included in the body of the press release when submitted on the Automation Alley website.

3. **Dateline**: The dateline should appear at the beginning of the first body paragraph and should be formatted as follows: CITY, State, Month Date, Year. States should be abbreviated according to Associated Press style (e.g., Mich. for Michigan). Some city names do not need to be accompanied by a state (e.g., Detroit). For a full list of these cities, visit https://owl.english.purdue.edu/owl/resource/735/02/.

4. **Basic newsworthy content**: The first two paragraphs should clearly address the questions who, what, where, when and why.

5. **Supporting statistics**: Statistics add depth and news value. They show that your company has done the appropriate fact-finding work and has expertise in its industry.

6. **Quotes**: Quotes from key individuals in your company add interest and news value and increase the likelihood your story will be picked up by the media.

Automation Alley's trade missions include a packed program with briefings, seminars, one-on-one business meetings, factory visits, official receptions and dinners, and cultural events. The briefings and one-on-one meetings are prearranged for the individual participants to match their business interests.

To prepare local businesses for trade missions, Automation Alley hosts informative country-specific workshops and seminars prior to the mission as well as export-readiness events featuring international business experts.

In addition to trade missions, local businesses can communicate with overseas customers, clients and investors using the state-of-the-art communications tools at Automation Alley's International Business Center at its headquarters in Troy.

Companies seeking to enhance their global competitiveness and expand their business outside of Southeast Michigan are invited to join Automation Alley on an upcoming trade mission.

7. **Supporting content**: Additional paragraphs provide more detail.

For more information on the upcoming trade mission to Saudi Arabia and United Arab Emirates, or other Automation Alley international business activities, contact the Automation Alley Resource Center at 800-427-5100 or info@automationalley.com.

8. **Closing statement**: The closing paragraphs should tell the reader where to go for additional information or resources.

Automation Alley®

About Automation Alley

Automation Alley is a technology business association and business accelerator dedicated to growing the economy of Southeast Michigan and enhancing the region's reputation around the world. Automation Alley offers talent and business development programs and services to tech-focused businesses of all sizes — from startups to large corporations — to help them grow and prosper.

Since its founding in 1999, Automation Alley's membership has grown to include nearly 1,000 businesses, educational institutions, government entities and nonprofit organizations from the city of Detroit and the surrounding eight-county region.

Automation Alley provides a variety of exclusive benefits to its members to help them succeed, including networking opportunities, meeting space and public relations tools. Automation Alley also serves the general business community in five key areas: entrepreneurial services, talent development, international business services, emerging technologies and defense and manufacturing.

Automation Alley collaborates with regional partners to provide its members and clients with the best business resources available, to drive local economic growth, and to positively influence the stories being told around the globe about the people and businesses of Greater Detroit.

For more information, visit automationalley.com.

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9. **Boilerplate heading**: This heading identifies the text below it as additional information about your company, typically formatted as "**About [Your Company]**." Though bolding and underlining are not mandatory, they are recommend to indicate a separation between news content and company information.

10. **Boilerplate**: This section is referred to as the company boilerplate. It is a standard element of a business press release and provides basic information about who your company is and what it does. Details may include your company's industry, foundation date, key product or service and Web address. This section is MANDATORY for all press releases submitted to Automation Alley's website.