**Press Release Template**

Helpful Tips

* Please fill in the highlighted areas with information pertinent to your project and company
* Edit or lengthen as needed to fit the details of your project
* Please include pertinent details on your project and the special features that make it low or zero carbon.
* Additionally, if your project supports underserved communities and affordable housing, please be sure to include that in the release.

Sample Press Release

Date [Insert Date]

Contact Information [Insert Contact Information]

**[Insert Project or Company Name] Announces X [insert funding or other announcement of groundbreaking/ribbon cutting]**

**Subhead – how your announcement advance state climate goals or support clean energy transition in terms of innovation and solutions, job creation, environmental impacts, etc.**

[Insert Project and Company Name] today announced x, y, z [selected for an award through X state program/ribbon cutting , groundbreaking/ /construction/operation]. This project supports the State’s nation-leading climate goals outlined in the Climate Leadership and Community Protection Act (Climate Act), which place New York state on a path to economy-wide carbon neutrality and mandates an 85 percent reduction in greenhouse gas emissions by 2050 [or other goal such as achieving 2 million climate friendly homes by 2030 or 70 percent renewable electricity generation by 2030].

[Insert quote from Company or Project Leadership]

[Insert Paragraph on Project Details]

[Insert Paragraph on Project Team if applicable]

[Request and Insert quote from NYSERDA]

[A line or two to be inserted from NYSERDA on the program], administered by the New York State Energy Research and Development Authority (NYSERDA)

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Insert your company boilerplate