

Your Logo

Be clear up front what this is ↓



PRESS RELEASE

For more information:

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contact info is vital!

FOR IMMEDIATE RELEASE

they can use immediately ←

June 18, 2007

↑
date you send it out

clear headline, don't go for "cutesy" →

“dateline” (your town) →

Cleaner equipped for newest garments

(ANYTOWN, ON) – ^(WHO) Bunny-Quick Cleaners ^(WHERE) in Anytown, ^(WHAT) took delivery of the latest European ^(WHEN) finishing equipment ^(WHY) this week to better meet the needs of today's consumer and the garments they purchase and wear. The cleaner introduced professional wet cleaning earlier this year, as well.

QUOTE

“We're very excited about the versatility this new equipment will give us,” said Bigwig Boss, owner of Bunny-Quick. “Today's styles require just the right techniques to keep them looking great. European tensioning equipment is definitely the way to go for our customers.”

build on information given above. include some reworded stuff from brochures on the equipment

Consumers have long had choices when it comes to their wardrobes. Different styles, fabrics and colours abound on store racks. But the complexity of new fibers, embellishments and styles puts a demand on dry cleaners to upgrade equipment in order to properly clean and finish garments.

QUOTE

“Tensioning equipment is the perfect compliment to the wet cleaning process we use on many garments,” said Boss. “It gently returns garments to their correct shape while giving them the more casual finish that is popular today.”

Bunny-Quick Cleaners has been in Anytown since 1979, and is open from 8 a.m. until 8 p.m., Monday through Saturday for customer convenience.

wrap-up, background

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← indicates there is no more
KEEP TO 1 PAGE IF POSSIBLE! Editors hate to read.