

Product Launch Press Release Approval Checklist

General Information

Item	Details/Comments	Completed
Product Name		<input type="checkbox"/>
Expected Launch Date		<input type="checkbox"/>
Press Release Title		<input type="checkbox"/>

Content Review

Checklist Item	Details/Comments	Completed
Headline is clear and concise		<input type="checkbox"/>
Main points are covered		<input type="checkbox"/>
Quotes from spokesperson(s) included		<input type="checkbox"/>
Clear call-to-action stated		<input type="checkbox"/>
Boilerplate/company background included		<input type="checkbox"/>
Contact information added		<input type="checkbox"/>

Legal & Compliance

Checklist Item	Details/Comments	Completed
All claims fact-checked		<input type="checkbox"/>
Trademark and copyright considered		<input type="checkbox"/>
Approvals from legal obtained		<input type="checkbox"/>

Final Approval

Reviewer	Signature	Date
Product Owner		
Marketing Lead		
Legal/Compliance		

