Frederick County, Maryland's PR Frederick Tool

Get More Customers. Boost Website Traffic. Get Everyone's Attention.

WHAT IS PR FREDERICK?

PR Frederick uses the highest-rated press release service on the web. It allows businesses to distribute releases that could be picked up by all the major search engines, thousands of news sites regionally, nationally and abroad and directly to 30,000+ journalists and bloggers with a potential viewship of 3.7 million visitors.

WHAT DOES IT COST?

Frederick County Business Development and Retention is pleased to make this **free** to all County businesses. A single press release using this service would normally cost a business $259 per usage. This service is another tool we make available to our business community.

HOW DO I USE PR FREDERICK?

Write a press release about your major news that you'd like to reach in regional or national news outlets. You can include images, links and videos in your PR Frederick releases. Submit your release to prweb@frederickcountymd.gov.
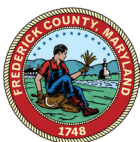
An analytic tool is available within 30 days to determine how many views and sites your release reached. We reserve the right to edit press releases for length and content and to make final editorial decisions.

WHAT IS NEWSWORTHY?

A newsworthy story is something that has an impact - the greater the impact, the more newsworthy it is. Examples of newsworthy items include: a new product, a business recognition award, a new business partnership, a grand opening event, involvement in a community service project, a relocating or expanding business. Examples of PR Frederick's non-newsworthy press releases include: a 10% off sale and local exclusive events. If your press release is not distributed by PR Frederick, we may disseminate it through our department's social media tools.

HOW CAN I GET MORE INFORMATION ON PRESS RELEASES?

Visit **www.discoverfrederickmd.com/prfrederick** to access a press release template, information on how to write a boilerplate, FAQs, tips and tricks and more.

FREDERICK COUNTY GOVERNMENT
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Rich History, Bright Future