**INSERT HEADLINE HERE (USE UPPERCASE)**

**Sample headlines:**

**ENERGY CO TO UNVEIL NEW RESEARCH AT ENLIT EUROPE**

**ENERGY CO TO LAUNCH NEW PRODUCT AT ENLIT EUROPE**

**ENERGY CO TO EXHIBIT AT ENLIT EUROPE FOR FIRST TIME**

**Insert subheading here to expand on headline and possibly include URL (Use sentence case)**

**Sample sub:**

**Energy Co launches new integrated power system for improved network security**

**Insert date here:** Your news should be written succinctly in the first paragraph – always work on the assumption that the journalist may not read beyond these first few sentences. Stick to facts. Write in the past tense.

Sample opener: Energy Co (you can insert a hyperlink to your site here) will launch its new end to end integrated power system, which has the potential to optimise planning and increase network security, at Enlit Europe, which takes place 29 November - 1 December in Frankfurt, Germany.

**Following paragraphs:** Expand on the story, tell them more about the product and why it’s groundbreaking.

**Quote:** Add in quote from your spokesperson, avoid hyperbole and include information that genuinely adds to the story – in past tense and the below format. If you can include a special offer in your press release that’s exclusive/specific to the show, all the better.

Sample quote: “This product has been in development for the last three years and we believe it’s more effective than anything similar currently on the market because of x, y, z,” said Energy Co CEO Elizabeth Power.

**End with something like:** Come and meet us for a free demonstration on Stand 123 at Enlit Europe, which takes place 29 November - 1 December 2022 in Frankfurt, Germany. Visitor registration is open now at <https://www.enlit-europe.com/> and you can register directly via our invite, for a free Visitor Pass or a Summit Pass at a discounted rate: [*(include*](https://l.feathr.co/enlit-europe-2020---exhibitors-guest-exhibitors) *your custom registration link here).*

**-ends-**

**Boiler plate:** Insert your boiler plate here. Below is the Enlit Europe ’s boiler plate.

**About Enlit Europe:**

Enlit Europe is your inclusive guide to the energy transition. Taking place in Frankfurt from 29 November-1 December 2022, it brings together over 18,000 power professionals – established players, external disruptors, innovative start-ups and the increasingly engaged end-user – to seize current opportunities, spotlight future ones and inspire the next generation to participate in the energy transition journey.

Enlit Europe is organised by Clarion Energy, which is part of Clarion Events and, with over 40 events that cover the oil, gas, power and energy sectors, is one of the group’s largest portfolios.

**For media information**:

Add in your media contact name and details.