MISSION MASTERS

PRESS RELEASE TEMPLATE

DELETE THIS BOX BEFORE SENDING

A few notes so your release reads like it came from a person and gets a quick yes from a busy editor.

- Replace every [bracketed] line, then delete the brackets.
- Lead with the news. The opening paragraph answers who, what, when, where, and why anyone should care.
- Keep it to one page. Short paragraphs, plain words, one idea each.
- Use our words: Missions and games, Discovery Missions, Party Mode, Murder Mystery or Whodunit. Not hunts, quests, or party night.
- Write quotes the way people talk. Read yours out loud, and get the speaker's approval before it goes out.
- Only claim what you can prove. Add numbers, awards, rankings, or partner names only when they are confirmed and approved.
- No em dashes or en dashes. Use a comma, a period, or a short hyphen with spaces.
- Send the draft to press@missionmasters.io for a quick fact check, and ask for logos and screenshots at missionmasters.io/press.

FOR IMMEDIATE RELEASE

[Headline: say the news in 12 words or fewer]

[Subhead: one sentence with the second most important detail]

[CITY, State] [Month Day, Year] [Opening paragraph. In two sentences, say who is announcing what, when and where it happens, and why players will care.]

[Supporting paragraph. Describe the experience in concrete terms: what players do, what they see, and how the game is built around their group or their city. Pick one vivid detail.]

> *"[Spokesperson quote. One or two sentences about why this matters, in plain, warm words, the way you would say it to a guest.]" said [Spokesperson name], [title] at Mission Masters.*

[How to play or attend. Include the date, the place or platform, who can join, and the link to get started.]

> *"[Optional quote from a partner, venue, or player.]" said [Name], [title], [organization].*

Quick facts

- **Game:** [Discovery Missions, Whodunit, Party Mode, or a free Daily Challenge]
- **Where:** [City and venue, or "any living room with a TV"]
- **Who it is for:** [Friends, families, teams, or visitors. Whodunit players are 18 and older.]
- **Play it on:** iOS and Android, with an optional big screen for Party Mode and Whodunit
- **Get it:** App Store, Google Play, or missionmasters.io

About Mission Masters

Mission Masters is a mobile-first game platform that turns real places and social gatherings into curated, interactive experiences. Players explore cities with Discovery Missions, step into a customized murder mystery with Whodunit, or turn game night into a game show with Party Mode, plus free daily games anyone can play. Every game is curated, never crowdsourced, and built around the people playing it. Mission Masters is available on iOS and Android and at missionmasters.io. Step Into the Game.

Media contact

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