

Crisis statement press release template

Free template by PressPilot, presspilot.io

FILL-IN TEMPLATE

FOR IMMEDIATE RELEASE

[Headline: company name + statement on + the type of incident, factual, no euphemisms.]

[CITY, Country, Month Day, Year, Time and time zone] - [Acknowledgment paragraph: what happened, who or what it affected, the start and end time of the incident if it is over, and a direct apology if the incident is your fault.]

What we have confirmed

- [Fact 1: a specific, confirmed detail about scope or impact.]
- [Fact 2: a specific, confirmed detail.]
- [Fact 3: a specific, confirmed detail.]

[Investigation paragraph: what you are still investigating, stated plainly as open questions, and a commitment to a timeline for the full incident report.]

Actions we have already taken

- [Action 1: a specific step already completed, such as deploying a fix or isolating affected systems.]
- [Action 2: a specific step already completed.]
- [Action 3: a specific step already completed.]

What we are doing now

[Current response paragraph: what your team is doing right now, any external help engaged such as a security firm or law enforcement, and how affected customers can get support.]

Our commitment

[Commitment paragraph: that you take responsibility, what you are doing to prevent recurrence, and the exact date and time of your next update.]

For media inquiries

[Name, Title]

[Company]

[email]

[phone]

For customer support

[Support contact or phone line]

[Support email]

FOR IMMEDIATE RELEASE

Ledgerly Statement on Service Outage

DENVER, United States, February 9, 2026, 2:40 PM MT - Ledgerly experienced a service outage that affected all customers using our invoicing and payments dashboard. The incident occurred from 1:05 PM to 2:15 PM MT on February 9, 2026. We apologize for the disruption to our customers' work during that time.

What we have confirmed

- No customer financial data or payment information was accessed or exposed during the outage.
- The outage was caused by a failed database migration during a routine maintenance window.
- All customer data remained intact. No invoices, payments or records were lost.

We are currently investigating why our rollback procedure took longer than expected to restore service, and reviewing why the maintenance window was not communicated to customers in advance. We will publish a full incident report by February 12, 2026.

Actions we have already taken

- Rolled back the failed migration and restored the dashboard to full service at 2:15 PM MT.
- Added a manual approval step before any future database migration during business hours.
- Credited every affected account with two weeks of service at no charge.

What we are doing now

Our engineering team is reviewing the full deployment process this week with an outside infrastructure consultant to identify what allowed this change to reach production without a safeguard. Affected customers can reach our support team directly at support@ledgerly.io or through the in-app chat, which is staffed until 8 PM MT today.

Our commitment

We take full responsibility for this outage and for the length of time it took to communicate it. We are changing our deployment process so a maintenance change of this kind requires sign-off from two engineers before it reaches production. We will publish the full incident report on February 12, 2026, at 10 AM MT.

For media inquiries

Alicia Ford, Head of Communications
Ledgerly
press@ledgerly.io
+1 (720) 555-0133

For customer support

support@ledgerly.io

In-app chat, staffed until 8 PM MT

How to use this template

- 1. Send it fast.** A statement with facts sent within 30 minutes is more credible than a polished one sent hours later.
- 2. Do not speculate on the cause.** Say "we are investigating" until you have evidence. A wrong guess costs more credibility than the incident itself.
- 3. Separate what you know from what you do not.** "We have confirmed X" and "we are still investigating Y" are two different sentences. Keep them apart.
- 4. Say what you are doing, not just what happened.** List the concrete actions taken and commit to a specific date and time for the next update, not "soon."
- 5. Keep it to one page.** Under 300 words. Save the full analysis for the post-incident report.

Need a first draft fast? Generate one in minutes with the free press release generator at presspilot.io/tools/press-release-generator.