

Writing a press release...



WRITING A PRESS RELEASE

Tips on writing a press release

Publicity can be really useful to promote your event and get the message out to the people you would like to reach. The media receives all kinds of press releases every day and it is important that you make yours stand out by being creative and inventive and ensuring they receive a story to capture their interest.

Writing a press release

A press release contains details of an event or news story which is sent to the media to gain their interest. If it is newsworthy and relevant to their readership or audience, they will then want to cover the story. Read your release and ask yourself if you would personally find it a newsworthy story to share with others.

A good press release has these properties:

A gripping introduction, including the five “W”s to make it stand out yet be quick and to the point. The 5 “W”s are as follows:

- Who? Is taking part
 - What? Are you doing to raise money
 - Where? Location or route
 - Why? What has inspired you to take part or host this event
 - When? Name the date
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- Local interest or a local person who may be involved (gives greater relevance to their readership)
 - Keep the release to one page if possible, but if not ensure that a continuation marker is attached e.g. page numbering.
 - Be clear and concentrate on your key message at all times.
 - Let us know if you are going to be interviewed and we will give you some advice and tips for a successful interview and the best possible promotion for your event.
 - The contact name and number of the person running the event. Include details of a member of DSUK as well so they are able to confirm it is an official event plus the DSUK web address so they are able to read up on the charity and its work.
 - A quote from a named person and remember to add their connection to the event. Quotes add interest to the release.
 - Try to include a photo opportunity time and date so they are able to come and take pictures of you all at the event. Put in a sentence like “Reporters are invited to attend x event at 9am for a photocall.”
 - If you need help, write it on the release and state how many people can get involved. Include any reason for it being a unique event if it is.
 - Include a photograph when sending out releases as this is a useful way to illustrate what is happening. If someone else took the picture, get their permission before using it.
 - Get the publication deadline for the story and stick to it.

TEMPLATE PRESS RELEASE



EMBARGO: - insert date/time if you have an embargo and do not want the story released before then

TITLE (make it catch the attention of the reader)

On *[insert date]*, *[insert your name]*, a local resident, is hoping to raise [£XX] for their favourite charity Disability Snowsport UK by *[insert details of your event – make it sound exciting!]*.

[Insert quote here – you could talk about what has inspired you to raise funds for Disability Snowsport UK, how you came up with the idea for this event or what a challenge it will be. If you are stuck for a quote, contact the fundraising team and we can provide a generic one for you, although it is always better to get a celebrity if possible]

To get involved in the event, please call *[insert name]* or email *[insert email address]*.

You can also support the event and help us to raise funds for this charity by sponsoring *[your name]* at www.justgiving.com/ *[your page name]*

For further information please contact *[your name]* at *[contact details]* or [DSUK contact]

Notes to the Editor: -

(Insert names) are available for interviews.

Disability Snowsport UK is a people-centred organisation with a unique sense of purpose: that anyone regardless of their disability can take part in and enjoy the thrill of snowsport. For nearly 30 years we have applied exceptional know-how and adaptability to enable those with a disability to experience the joy of skiing alongside the able-bodied. We provide therapeutic, life-enhancing and, most importantly, exciting activities for individuals and groups of all ages who require adaptive equipment, specialist instruction and support.

We believe that anyone with some degree of mobility can participate in snowsport, and as such, we support and encourage each individual to reach their full potential on the slopes. In some cases, a person can ski better than they can walk, providing a freedom previously unknown to them. The experience of snowsport often proves to be life-changing, with numerous physical, mental and emotional benefits.

These can include:

- Improved self-esteem and confidence
- Greater independence
- Access to social opportunities
- Therapeutic and physiotherapy benefits
- Increased level of fitness
- Development of new skills and achieving personal goals

CONTACT US...

The fundraising team are happy to help you at every step of the way Please just contact us...

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