



A template press release to get you started.

Press release template

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This page is intended to act as a prompt to help you create your own personalised press release. You'll see more tips for writing successful press releases in the main text and to the right of the screen.

You can edit the text below - just use your mouse to select the text you want to change and type. When you have completed the document to your satisfaction DELETE THIS (BLUE) TEXT and then click the "Create your document" button on the bottom of the screen.

If you are supporting a charity that has chosen to display their logo at the top of this page, their logo and their chosen text will automatically appear on the press release when you click the "Create your document" button.

PRESS RELEASE – [INSERT DATE]

LOCAL TO [DESCRIBE YOUR ACTIVITY IN AS FEW WORDS AS POSSIBLE]

On INSERT DATE local resident INSERT YOUR NAME aged INSERT YOUR AGE is to DESCRIBE WHAT YOU'RE GOING TO DO to support his/ her favourite good cause, INSERT NAME OF YOUR CAUSE. INSERT YOUR NAME is hoping that HIS/HER fundraising challenge will raise £AMOUNT in the process.

The NAME OF YOUR ACTIVITY is to take place at INSERT NAME OF VENUE at INSERT TIME. INSERT YOUR NAME has invited WHO ELSE IS INVOLVED to come along and join in the fun, at the NAME OF YOUR ACTIVITY, which has already received sponsorship from INSERT NAME OF ANY LOCAL BUSINESS SPONSORS WHO HAVE SUPPORTED YOU.

INSERT YOUR NAME has decided to support INSERT NAME OF YOUR CAUSE because OUTLINE YOUR REASON HERE.

INSERT NAME OF YOUR CAUSE is a charity which EXPLAIN BRIEFLY WHAT YOUR CHARITY DOES. INSERT YOUR NAME is hoping that HIS/HER efforts will allow INSERT NAME OF YOUR CAUSE to QUANTIFY WHAT YOUR DONATION REPRESENTS TO THE CHARITY IF YOU CAN, EG BUY X AMOUNT OF Y, WHICH WILL HELP Z PEOPLE.

To sponsor INSERT YOUR NAME, readers can donate online at INSERT THE URL OF YOUR ONLINE DONATION PAGE IF YOU HAVE ONE, OR YOUR CHARITY'S WEBSITE or can ring INSERT YOUR NAME on INSERT YOUR PHONE NUMBER.

INSERT YOUR NAME says:

"Insert some text here that the newspaper can use for direct quotes as if they had already interviewed you about your activity - e.g. "I'm hoping that the residents of [your town] will rally to support my [name of activity] because..." You could also thank any sponsors who have made the activity possible or any other volunteers who are helping you."

-ENDS-

For further information please contact:




[INSERT THE NAME OF THE PERSON THE NEWSPAPER SHOULD CONTACT FOR FURTHER QUOTES OF TO ARRANGE A PHOTO OPPORTUNITY -THIS CAN BE YOU OR SOMEBODY ELSE ON YOUR BEHALF]

Tel. [INSERT CONTACT TELEPHONE NUMBER]

email: [INSERT CONTACT EMAIL]

Create your document

Related Links

-  [Find more useful templates](#)
-  [See what other people have done](#)
-  [Know-how: Publicity plans](#)

Top Tip!

Newspapers like press releases because they save journalists work by providing all of the information they need in one place.

To make your newspaper very happy, always try and include the WHO, WHAT, WHEN, WHERE, WHY of your activity as clearly as possible, and give them two or three quotes that they can lift directly and use. They may then choose to contact you too, but if you've written your press release thoroughly, they shouldn't have to!

Don't forget - ALWAYS include details of what donors should do if they wish to sponsor your activity as part of your Press Release.