# Guide to writing a Press Release

A press release is a valuable tool for announcing news and events to the local media and the public. It's essential to craft a well-structured and compelling press release to grab the attention of journalists and encourage them to cover your story. Here's a step-by-step guide on how to write an effective press release.

**Heading and Contact Information:**

* Start with "FOR IMMEDIATE RELEASE" in uppercase and bold.
* Include the release date below the heading.
* Add your organisation's logo and contact information (name, phone number, email, website) at the top of the page for media inquiries.

**Attention-Grabbing Headline:**

* Create a concise and attention-grabbing headline
* Use strong and descriptive language to entice readers.

**Engaging Summary:**

* Write a short and compelling summary that expands on the headline, providing essential information about the news or event.
* Keep it brief and to the point.

**Introduction (What):**

* Start the press release with a strong opening paragraph that answers the key questions: who, what, when, where, why, and how.
* Provide a clear and concise explanation of the news or event.

**Body (Why and How):**

* Use the subsequent paragraphs to elaborate on the story, providing relevant details, facts, and quotes.
* Include information on the significance and benefits of the news or event.
* Include any statistics or data to support your story.

**Quotes:**

* Incorporate quotes from relevant individuals, such as company executives, event organisers, volunteers or beneficiaries of the news.
* Quotes add credibility and a personal touch to the press release.

**Boilerplate Information:**

* Include a brief paragraph about your organisation at the end of the press release.
* This section provides background information about your company, its mission, and its accomplishments.

**Call-to-Action:**

* Encourage readers to take action related to the news, such as attending an event, visiting a website, or contacting your organisation for more information.

**Multimedia Elements (Optional):**

* If relevant, consider including high-quality images, videos, or infographics that can complement the press release and make it more appealing to journalists and readers.

**Contact Details:**

* Include media contact details (name, phone number, email) for any follow-up inquiries.
* Make yourself available for interviews or additional information.

**End Marks and ###:**

* Indicate the end of the press release with "-END-" or "###" centered at the bottom of the page.

**Distribution:**

* Once your press release is ready, you can distribute it to targeted media outlets, journalists, and relevant online platforms.
* Consider using online press release distribution services to reach a wider audience.

Remember, keep your press release concise, informative, and newsworthy. Make sure to proofread it thoroughly to eliminate any errors. With a well-crafted press release, you increase your chances of gaining media coverage and attracting public attention to your news or event.

# Example:

**FOR IMMEDIATE RELEASE xx/xx/xx**

**Suggested Title:** (Name of Your Group) Appeal for Local People to Join Community Clean-up!

**Summary:**

Local people are coming together for regular clean-ups to help make (name of the area) cleaner, safer, and more friendly.

**Introduction (What?)**

(Name of the group) is being by registered charity CleanupUK, to bring local people together in (name of your area) to spread some joy and increase neighbourliness by holding regular community clean-ups.

**(Where? When?)**

The regular clean-ups will happen in the (name of your neighbourhood) area.

On the first Saturday of every month from 10 am – midday.

Equipment will be provided by (name of local council).

**Who?**

(Name of your group) is being supported in this endeavour to look after and improve (name of your neighbourhood) by volunteers from CleanupUK. CleanupUK is a registered charity no. 1120115.

**Why?**

Local people want to keep (name of the neighbourhood) area extra clean and safe for the whole community. Cleaner areas are nicer places to live in and have lower crime rates. Coming together as a community is a great way to make friends, get some outdoor exercise, look after the environment, and improve your mental health!

CleanupUK’s volunteers are supporting them to take care of the neighbourhood and to feel proud of it!

**Quotes:**

(Group leader’s name) said: “We are really keen to get as many local people as possible from (name of the neighbourhood) involved in these community clean-ups. We will make friends, have fun, and improve our area together!”

*(Any final information should be included here if needed. Include a nice photo of you in the area you plan to clean up if possible.)*

**END##**

**Notes to Editor:**

You can find out more about community litter picking at: [www.cleanupuk.org.uk](http://www.cleanupuk.org.uk/).

**Boiler Plate (This is an example)**

CleanupUK is a charity dedicated to tackling the problem of litter and fly-tipping across the country. For contact and more info go to [www.cleanupuk.org.uk](http://www.cleanupuk.org.uk/).

CleanupUK's Volunteer program works with residents in various local authorities: Barnsley, Blackpool, Hartlepool, Hastings, Knowsley, Middlesbrough, Nottingham, Tendring, Birmingham, and various London Boroughs (Barking & Dagenham, Camden, Enfield, Greenwich, Hackney, Haringey, Islington, Lewisham, Newham, Redbridge, Tower Hamlets, and Waltham Forest). Our volunteers help residents to form groups that look after their environment by holding local clean-ups. The aim is that these events become locally-led clean-ups.