

# Writing a Press Release

## Why write a press release?

Advertising in the local press is very costly, but a press release, if published by the local newspaper, would tell hundreds of people about your event or volunteering all for the cost of a stamp or email!

## What do I need to do to get started?

- First find out who to send your press release to. You should find this information in an old copy of the paper or even online, as even local papers often have their own website.
- Think about when it needs to be sent. Parish/community newsletters often need information one to three months in advance! A local newspaper/radio will need it a week or two before the event. If it is a story about an event that has already happened, send it as soon as possible. If you are writing general information about your project, then this is less time dependant.
- Use the Garden Organic Press Release Template to write your press release. This will help you lay it out correctly and ensure you include all the key information.

## Further guidelines for writing a press release

Do not make your press release sound like an advertisement or invitation.

Write in an interesting, concise style with short sentences and use exciting wording.

Make sure the first 10 words of your release are effective, as they are the most important

Make sure the information is newsworthy; ask a friend and look at current stories in the publication.

Write in the 'third person' like a newspaper reporter, talking about your event/activity as an outsider.

Provide as much contact information as possible, e.g. name of a contact, address, phone, email etc.

## Photographs

Photos make your story come to life, but complying with data protection and safeguarding regulations has become increasingly difficult in this modern, digital age. This is why we recommend that you follow the Garden Organic guide to Taking Photographs at Volunteering Events.

## Can I get any help with this?

If you need a second opinion before sending it out in to the big, wide world, just contact your Garden Organic coordinator for proofreading and/or advice.



As the UK's leading organic growing charity we encourage and inspire people to grow the organic and sustainable way, working together to protect our natural heritage. Find out more at [www.gardenorganic.org.uk](http://www.gardenorganic.org.uk)