



# Template Press Release

PRESS RELEASE – FOR IMMEDIATE RELEASE

**TIP**  
Make the headline brief and attention-grabbing!

**MAIN TITLE OF PRESS RELEASE (HEADLINE) GOES HERE IN UPPER CASE (aim for max 8 words)**

Before writing the press release, check out the style and audience of your target publication. Tailor the information you choose and the way you write to both.

In general, explain things in the shortest way possible, using the simplest words possible. If it is possible to cut a word, cut it. Avoid metaphors, jargon and complicated language: speak literally and clearly.

Open the first sentence with the news angle. This should be a combination of

- a) the new thing that has happened
- b) the most newsworthy thing about it

Newsworthiness could be the most important thing, the most interesting thing, the most exciting thing, etc. – it all depends on the story itself. Bear your audience in mind and what they would want to read about.

For the following paragraphs, the information should be ordered from most important to least important. Again, bear your audience in mind when making these decisions. Cover the main details of the story that haven't already been covered in the opening sentence (the *what, who, when, where, why* and *how*). Drop in two quotes around paragraphs 4-7, one from yourself and another from [WAVE Trust](#) (contact us and we'll send something over).

At the bottom of the press release, tell people what you want them to do – buy tickets, register, sponsor, etc. – and link to a fundraising page if relevant.

Also include a '**Notes to editors**' section which lists:

1. Background information, in case they want to run a longer story. For instance, more details about the 70/30 Campaign, what WAVE Trust does, your own personal history, etc.
2. Outline any additional relevant information or facts.
3. Contact details, including your name, telephone number, mobile number and email address.
4. A link to the [70/30 Campaign website](#).

**TIP**  
Include a few notes and your contact details!