



Template Press Release

DUMMY COPY –
PLEASE USE AS A TEMPLATE FOR YOUR OWN PRESS RELEASE

DAY, MONTH, YEAR

PRESS RELEASE

TITLE OF YOUR EVENT

The first few paragraphs should include only the most important information. Introduce your theme, stick to the point and keep it punchy. Ask yourself... Who, What, When, Where, Why and How?

For example...

(TITLE) What Good Sports!

(WHEN) On Sunday 16th March, (WHO) workers from 'Great Heights Productions' will abseil down their 15 storey offices in support of Sport Relief 2008. Senior members have been volunteered by other staff to take part in this brave and exciting task!

(WHAT) One by one, they will take on this mighty descent but with one small snag that sees each of them competing to raise the most amount of money for Sport Relief... Below, fellow colleagues will be waiting to dish out a gruelling regime of press-ups, star jumps & sit-ups to the person who raises the least cash! The countdown has begun and these budding participants are already spending their lunch breaks collecting as much money as possible!

(WHERE) The event will take place at the offices of Great Heights Productions.

(HOW) From 10am on 14th March senior members of staff will take on greater heights than their usual paperwork and descend the tall buildings they spend most of their working lives inside of.

(WHY) By getting involved in The Sport Relief Weekend you're helping to change the world. All the money raised will be spent by Comic Relief to transform lives here in the UK and across the world's poorest countries.

Following this, the press release should contain an interesting fact about the event or a quote. For example...

Ben Nevis, CEO at Great Heights Productions, says, "I must admit that my heart was pounding when I discovered I was to climb down the office building. However, being competitive by nature, I rose to the challenge and I am quietly confident that I will avoid the horrible commands of my co-workers! Everyone loves an excuse to have some fun and this way the whole office can get involved... even if it is at the boss's expense!"

- ENDS -



Finally you should include all your contact information including mobile number and availability etc. For example...

For more information please contact:

Ben Nevis on **Bennevis@greathightsproductions.org.uk** or
01273 569 255/07786 193 192.

The following section should include any additional information that the journalist might want to know. For example...

Notes to Editors:

- Information on your workplace/university/sports club/etc...
- **Information on Comic Relief/Sport Relief:**
 - To make a donation, call **08457 910 910** (local rate call charges apply).
 - For some ideas on how to get involved in Sport Relief 2008, visit the website: **www.sportrelief.com**.
 - Since its launch in 1985 Comic Relief has raised just under half a billion pounds.
 - 50% of the money raised directly through Sport Relief is allocated to work in the UK and 50% goes to some of the world's poorest countries.
 - Sport Relief, an initiative of Comic Relief is registered with the Charity Commission, number 326568.