

## **PRESS RELEASE**

### **DATE**

### **HEADING – sum up the story, answer the ‘so what?’ question**

Core copy – what, who, where, when, how. Professional but not formal tone – target the intelligent 12-year-old.

Introductory paragraph – keep it snappy.

Add context.

Quote – more informal, add a human touch.

Further context. Try to highlight specific opportunities for broadcast media.

Quote – emotional/human resonance to end.

## **ENDS**

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### **Notes to Editor**

Notes to editor – this is where you put project or funder background information.

**Boilerplate** to describe your organisation.

### **For more information, contact:**

Name  
Job Title, Organisation  
email / phone number

Social media links