

# PRESS RELEASE

## For Immediate Release: Date

*(for the journalist to publish the story immediately)*

## For Embargoed Release: Time/Date

*(for the journalist to publish the story at a set time)*

*[Delete as appropriate]*

## Eye-catching Headline

*(make it appealing but keep it simple and easy to understand)*

## Photo Opportunity

*(What, Where, When and Contact Details. Be accurate.)*

*Paragraph 1: Summarise the key information here. What is your event, who is running it and why you are doing it.*

*Paragraph 2: Flesh out the story that you have described in Paragraph 1. Add more details.*

*Paragraph 3: “Quotes from the event leader/organiser/group”. Keep them brief, to the point. One quote per point made.*

*Paragraph 4: Any extra relevant information.*

## Notes for Editors

*(Add further background info here, including what you have to offer (interviewees, filming or photo opportunities). Keep it brief.)*

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## Contact

**Name:**

**Email:**

**Tel:**

**Group Name Here**

**Website:**

**Email:**

**Tel:**