

How to write a press release

There are two main reasons why you may want to write a news release publicising your fundraising event.

Firstly, you may wish to drum up support in your local area and appeal for more sponsorship money. This type of release will need to be issued a few weeks, possibly even a month, before your event.

Top tip: In this type of release remember to include details of how people can sponsor you and where the event is taking place in case they want to come and support you.

Secondly, a post-event release highlighting what you've done, why you did it and how much money you raised is the perfect opportunity to raise the profile of Headway in your local area.

Top tip: With post-event releases, a good action photo can make the difference between the story being used or ignored.

Who, what, when, where, why?

These are the questions every good press release should answer. Remember, news is people!

If you're writing about someone doing a sponsored bike ride, here are the questions you need to answer in your release:

1. Who is doing the activity?
2. What are they doing?
3. When are they doing it?
4. How challenging will the event be?

5. Why are they doing it?

For example, do they or a member of their family have a brain injury?

6. If they are a solicitor/doctor/nurse/social worker, what is their connection to brain injury?

If you would like more help with writing your press release please call the Communications Team on **0115 924 0800**.

