

## Press release template

*This page is a guide to creating a press release – the different sections and types of key messages and information you might want to include.*

*On the following page is an example press release*



## Press release: for immediate release

If you have an eye-catching photo or graphic you could include a low res version in here

### Title: About the press release subject – in one sentence

**Optional subtitle: A subtitle explains the title or provides additional**

#### Paragraph 1: Introduction

The opening sentences should present the most important information, including **who, what, where, when and why**. Local media outlets may use only the first paragraph of a press release, so this paragraph should be strong enough to stand alone as a story and entice people to find out more.

#### Paragraph 2: Details and the 'so what?' factor

Follow with supporting background information and details – why should the media be interested in your event, what makes it notable? Things to include:

- more information about your event(s) – think about highlights to draw out
- a relevant quote - e.g., from a participant, event organiser or head teacher (optional)

#### Paragraph 3: Reinforce your message

Encourage readers to go to your website for more information about the event & give details about ticket pricing. Provide contact details if relevant.

The main body of your press release should be about one page long. Don't forget to check for spelling & grammar mistakes before sending!

#### Notes to Editors: A separate section to provide additional information; not typically printed as part of the story but gives background, facts and supporting details.

Include:

- relevant information about your organisation / school
- For further enquiries or to request photos, please contact....(enter relevant details)
- website address & social media links
- information about National Science & Engineering Week – **please use the British Science Week description at the end of this document.**

(Example press release)

**FOR IMMEDIATE RELEASE**



## **DISCOVER DARWIN AT MIDDLETOWN MUSEUM**

### ***Middletown celebrates British Science Week with a free, family friendly programme of events***

From the rocks beneath our feet to the stars in the skies, there is plenty to discover with the Middletown Museum during British Science Week. On 15 and 16 March 2015, the museum has an exciting programme of free events that celebrate one of Britain's most famous scientists, Charles Darwin. From 10 am to 4pm each day, visitors can enjoy family friendly talks and fun hands-on activities, as well as a rare opportunity to see some of the rocks Darwin collected on the voyage of the HMS Beagle (1831 – 1836). The full programme is available online: [www.websiteaddress.com](http://www.websiteaddress.com)

The museum's special programme of events is part of British Science Week 2015 (13 - 22 March) – a nationwide celebration of the best of British science, technology, engineering and maths.

On Saturday 14 March, local expert geologist Phil Jones will be on hand at the museum with a collection of fossils and rocks for everyone to see. Visitors are also invited to bring along their own weird and wonderful fossil and rock specimens to have them identified, and have a go at making a replica fossil to take home.

"Darwin had a schoolboy passion for collecting and identifying rocks and fossils," commented James Smith, Principal Education Officer for the Middletown Museum. "These events have been organised to provide adults and children with the chance to discover the wonders of geology."

After our own planet's rocks, we set our sights on the stars. Astronomer Paul Stone will give an illustrated talk on Sunday 15 March about the night sky in springtime.

All events are family friendly and free to attend with no advanced booking required. Visit [www.websiteaddress.com](http://www.websiteaddress.com) for more information, or contact the museum team on [museum@museum.com](mailto:museum@museum.com).

**ENDS**

For more information, or to request photos, please contact: <insert contact details>

#### **Notes to editor**

<insert information about your school / organisation>

Website & social media:

#### **About British Science Week:**

British Science Week is a ten day celebration of the best of British science, technology, engineering and maths - featuring fascinating, entertaining and engaging events across the UK. To plan, register or attend an event, visit: [www.britishtimeceweek.org](http://www.britishtimeceweek.org). British Science Week is organised by the British Science Association; funded by the Department for Business, Innovation and Skills; and supports the Your Life campaign ([www.yourlife.org.uk](http://www.yourlife.org.uk)).