**Writing a press release**

The best way of attracting media attention to your project or event is through a press release. The template below will walk you through the different sections needed to make a press release. A full example can be found on the second page.

The different sections each have a number of important purposes, so make sure you consider each of these importantly when crafting your own release.

**FOR IMMEDIATE RELEASE – this shows when media outlets can report on your press release.**

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

**Title: Summarise your story in five to eight words**

***Optional subtitle to expand on the title or provide extra information***

**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 act as a story while enticing 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)
* a sentence about British Science Week.

**Paragraph 3:** Reinforce your message

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

**Top tip:** 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 British Science Week – **please use the British Science Week paragraphs shown in the example of a press release on the next page**

*(Example press release)*

Example release

**FOR IMMEDATE 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 2020, 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 2020 (6 - 15 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 (BSW) is a ten-day programme of science, technology,

engineering and maths events and activities across the UK for people of all ages.

Anyone can organise an event or activity, and the British Science Association helps

organisers plan by providing free activity and support resources. We welcome and

support any type of organiser, from schools to community groups, from parents to

large organisations. The resulting programme of events is a hugely varied and

eclectic mix.

This year, British Science Week (BSW) runs from 9-18 March and is a ten-day

programme of science, technology, engineering and maths events and activities

across the UK for people of all ages. The public can find out more by visiting

[www.britishscienceweek.org](http://www.britishscienceweek.org)

**About the British Science Association**

The British Science Association (BSA) believes that science should be part of – rather

than set apart from – society and culture, and is owned by the wider community.

Our programmes encourage people of all ages and backgrounds to engage with

science, become ambassadors for science, and ultimately to be empowered to

challenge and influence British science - whether they work in science or not.

Established in 1831, the BSA is a registered charity that organises major initiatives

across the UK, including British Science Week, the annual British Science Festival,

regional and local events, the CREST Awards and other programmes for young

people in schools and colleges. The BSA also organises specific activities for

professional science communicators, including a specialist conference and training.

[www.britishscienceassociation.org](http://www.britishscienceassociation.org)