**Published March 2017**

PRESS RELEASE TEMPLATE

[Publish Date/For immediate release]

**PRESS RELEASE**

Short Attention Grabbing Headline!

Remember to cover the five Ws (**what, where, who, when, and why**?) in the opening paragraph. The reader needs to know why they should read on and why the story would interest their readers straight away.

Use the triangle method whereby all the important information that you really want the journalist to use goes in the first half of the release, the minor details or less-important information should be included towards the end. As a general rule you should make sure that all press releases are factual, concise - avoid fluffy, superfluous, superlative language. It is important to think of a good angle or slant for your story to make it more newsworthy.

Include human interest in your stories by including people involved in the project and quotes from them about what it means to them to be involved or what they feel about the activity.

Try to keep your press release to no more than one side of A4. Include the content of the release in the body of the email you send to your media contact as journalists dislike having to open attachments. Good photos can secure you coverage but don’t send photos with the release, just let the contact know that they are available in the email you send with the release.

The body of the press release should be in Tahoma 11pts or Verdana 11pts with line spacing at a minimum of 1.5.

**---Ends---**

For more information contact [name], [position] at [name@domain.co.uk], [phone number].

[Postal address]

[Website.com]

*…ctd*

**Notes to editors:**

This is where you put any background information about your group, the event etc. For our releases, we include the following:

Since 1935, Making Music has championed leisure-time music groups across the UK with practical services, artistic development opportunities and by providing a collective voice for its members. Making Music now represent over 3,200 groups made up of comprising around 170,000 musicians of all types, genres and abilities. We help them run their group so they can get on with making music! [www.makingmusic.org.uk](http://www.makingmusic.org.uk)

*Ends*