how to write a
PRESS RELEASE

If you are holding an event or you would like to share your story to promote your campaign, community group or cause, contacting your local media is a good way to do this.

Often, the local news media will have a website with their contact details – this is a good place to start! Whether you phone or email the journalist, be clear about what you want to speak about.

Introduce yourself clearly and explain what you are calling or emailing about.

Explain what you want them to do, i.e. ask them if they would be interested in covering the story or attending the event.

Give them a good amount of **advanced notice** of an event – two weeks' notice minimum is preferred.

Remember, some journalists get hundreds of emails everyday so they might not get back to you straight away and if they are very busy, they might not respond at all – but **don't take this personally.**

Feel free to chase them up later that day or the next day to **check** they have received the email and to see if they are willing to cover the story.

Attach your completed press release to the email, along with any **pictures** you may wish to use.
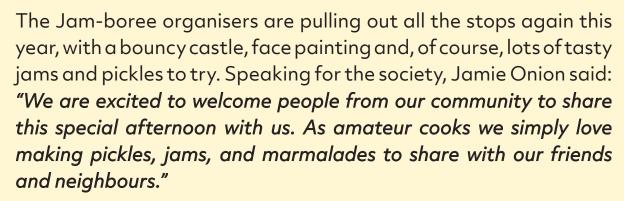
Jams & Pickles Society

Jam-boree 2019

Saturday 15th December at 2.30pm

The Community Centre, Gloucestershire

Join the popular Jams & Pickles Society for Jam-boree 2019, an afternoon of sticky fun for the whole family on 15th December at The Gloucestershire Community Centre.

The Jam-boree organisers are pulling out all the stops again this year, with a bouncy castle, face painting and, of course, lots of tasty jams and pickles to try. Speaking for the society, Jamie Onion said: *"We are excited to welcome people from our community to share this special afternoon with us. As amateur cooks we simply love making pickles, jams, and marmalades to share with our friends and neighbours."*

The Jams & Pickles Society was formed in 2017 when three friends wanted a reason to get out of the house more. Today, the society has more than 20 members with one mission – to bring scrumptious condiments to people of all ages and tastes, in their local community.

For more information visit the Jam-boree Facebook page at ww.facebook.com/jamboreeglos or call the Jams & Pickles Society 07000 400000

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Press requests to: Jamie Onion on 07XXX XXXX89

Quick tip: Think about the level of detail you want to give the journalist and don't over-promise. For instance, are you happy for your full name to be used in the story? Can they include the name of your community group? You **will need to ask permission** from the members in your group, too!