



# How to write a press release

## A press release is a news statement

A press release is a news statement for the media that is newsworthy and timely e.g. an event, donation, notable achievement, award etc.

One key element of a press release is its need to be attention-grabbing and you need to be able to identify with the audience of the publications that you will be targeting so this is worth bearing in mind before you start drafting the release.

To draft your own press release, see the basic guidelines below:

### Headline

Headlines needs to be clear, brief and to the point. Don't try to over-complicate it with elaborate puns, it's the journalist's first impression and if they want a catchy pun, they can usually create one.

### Opening paragraph

The opening paragraph, particularly the first sentence, of the release needs to be strong, as this will be the deciding factor for a journalist to read the entire document. The opening sentences should be kept clear and simple and should expand on the opener to include the 5Ws and H - **what, who, when, where, why, and how** - to provide a full picture.

### Main Body

The press release copy should be compact and start with a summary of the news, a news elaboration, overview of who is involved, a concluding summary and a company overview. Avoid using very long sentences and keep paragraphs short. Avoid repetition and over use of jargon, particularly if your audience won't be familiar with it.

Limit the copy to facts e.g. events, products, services, people, targets, goals, plans, projects, and keep your focus. Don't include any personal opinions, exaggerations, or embellishments as journalists will pick up on these and this may back fire on you. Try to provide maximum use of concrete facts.

If you would like any further advice on this, please contact Laura Mason in the Newlife Press Office on **01543 468 888** or email **lmason@newlifecharity.co.uk**

press releases



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## Notes for Editors.

### About Newlife

Newlife is the UK's leading children's disability charity specialising in research and support to aid disabled children and their families across the UK. In addition to funding equipment grants and research, the charity also offers support services operated by specially trained nurses. The charity needs over £100,000 a month to continue to provide essential equipment for disabled children. This includes wheelchairs, beds, walking frames, seating, safety equipment and communication aids that are refused funding elsewhere.

### Newlife can offer journalists:

- Expert views/opinions
- Case studies
- Campaign information
- Interviews
- Photo opportunities

