

# Your sample press release

Contacting your local paper or radio station is a great way to get publicity for both your fundraising efforts and the work of Jo's Cervical Cancer Trust. If a journalist cannot make it to an event, your press release will be vital to give them all the correct information.

Use the below template to structure your press release, and make sure you put a title of 'PRESS RELEASE' at the top. Insert your name and event details instead of 'Jane Doe.' Send it to [fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk) before you send it out to the press.

## PRESS RELEASE

**Date:** 1<sup>st</sup> October 2015

**Contact Name:** Jane Doe

**Contact Number:** 0116 4444 7774

LOCAL WOMAN TAKES UP FUNDRAISING  
CHALLENGE FOR JO'S CERVICAL CANCER  
TRUST.

Local woman, Jane Doe of Manchester will be .... to raise money for Jo's Cervical Cancer Trust, the UK's only cervical cancer charity.

To raise money, Jane has organised an (add event) on (add date) at (add location) starting at (add time).

**Remember the first paragraph should contain every point you want to get across.**

Jane Doe said of her challenge: "I have chosen to support Jo's Cervical Cancer Trust by (add event), because ....."

Robert Music, CEO of Jo's Cervical Cancer Trust said: "We are delighted that Jane is organising this event for Jo's Cervical Cancer Trust. Every contribution makes a difference and funds raised will go towards ensuring that Jo's Cervical Cancer Trust can continue to offer vital support to women with cervical cancer, their families and friends."

**END**

## Notes for writing your release:

The golden rule when writing a press release is to get all the most important information in the first paragraph. Include the 5 W's – Who, What, Where, When and Why you are doing the event.

Keep it to one side of A4 – more than four paragraphs and you are waffling!

Always assume your journalist knows absolutely nothing about your event, cervical cancer or the charity. Communicate everything first time round or your story may get ignored.

Be factual – we can provide you with some facts and figures about cervical cancer.

Make it personal! Tell your story of your experience of cervical cancer to make your event more compelling.

Don't forget to include a contact name and number at the bottom for the journalist to get more information if he or she needs it.

Get a contact from the news desk and keep the name and address on file to follow up with them.

**For further information email  
[fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk)**