Writing a press release

This page is a guide to creating a press release. It contains the different sections and types of key messages and information you might want to include.

(On the following page is an example press release).

What to include:

Press release: “for immediate release” or “embargoed until [date]”

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

Title/headline: About the press release subject – in one sentence

Optional subtitle: A subtitle explains the title or provides additional information. Usually works best as one or two bullet points

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**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 stand alone as a story and entice people to find out more. Make sure the first sentence is short and snappy.

**Paragraph 2: Details and the ‘so what?’ factor**
Follow with supporting background information and details – why should the media be interested in your announcement, what makes it notable? Things to include:

- more information about your announcement (event/grant/new CEO etc) – think about highlights to draw out
- a relevant quote - e.g., from a participant, event organizer, head teacher, CEO etc

**Paragraph 3: Reinforce your message**
Encourage readers to go to your website/social media etc for more information. 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
- For further enquiries or to request photos, please contact….(enter relevant details)
- Website address & social media links
[Example Press Release]

FOR IMMEDIATE 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 2015, 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

The museum’s special programme of events is part of British Science Week 2015 (13 - 22 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 for more information, or contact the museum team on museum@museum.com.

ENDS //

For more information, or to request photos, please contact:

Press Officer / Communications Contact, Organisation Name
Notes for editors

1. About Middletown Museum
   Information about museum

2. About British Science Week

British Science Week is a ten-day national celebration of the best of British science, technology, engineering and maths — featuring fascinating, entertaining and engaging events across the UK. Each year thousands of events are held in locations across the country, including local libraries, schools, museums and galleries.

To find out more, visit: www.britishscienceweek.org @ScienceWeekUK