

NOTE: keep to a single A4 page if possible, use 1.5 line spacing, arial font, fully justified margins, 10-12 font size

Press enquiries/photocall

Contact: (your details here)

Telephone, email and website etc.

# PRESS RELEASE

[state either 'for immediate release' or 'embargoed until xxxx date']

**[TITLE]**

**[Sub-title]**

**[your location and date]** e.g. Chelmsford, Essex, 1 January 2019

**[main story]**

Journalists will be looking for : WHAT, WHEN, WHERE, WHY, HOW

**[quote]**

(a sound bite from you or a VIP/industry expert)

**[information]**

(this section is for non-commercial, factual information)

**[relevant message, research/stats, call to action]**

...ENDS

\* Notes to Editors (add links to any relevant websites here that you may have quoted research from. Also, if you are sending photos with the press release, then list them here and who or what is shown in the photo – left to right)

**Boilerplate:**

**Information about your company:**

**[add your elevator pitch here]**

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