



...SAMPLE PRESS RELEASE...

1) Date and Contact Details:

Place these top right above your headline

2) Headline and Subheading:

Taking the plunge to raise funds for Earthwatch!

~ Daredevil to do bungee jump for international environmental charity ~

3) Opening sentence – name, event (with exciting adjective) and charity details:

*Local woman Sally Richmond will be doing a **daring** bungee jump this weekend to raise funds for Earthwatch, an international environmental charity that engages people in scientific field research around the world.*

4) Personal details

Sally, 36, from Oxford hopes to accomplish her daring feat in the University Parks at 11am on Sunday 24th May.

5) Quote from you about Earthwatch, the sponsored event and your emotions!

Sally says, "I have always wanted to do a bungee jump and thought it was a great way to raise funds for Earthwatch. All my friends and family have sponsored me and I am hoping to raise around £1200 on the day. I'm a bit nervous about the jump but I know it's for a good cause so I'm not going to back out when the moment comes!"

6) Why do you want to give money to Earthwatch?

Sally got involved with Earthwatch when she attended one of their events at the Royal Geographical Society in London and learned about several of the 60 scientific research projects that Earthwatch supports worldwide. Earthwatch is dedicated to engaging people in scientific field research and education to inspire the understanding and action necessary for a sustainable environment.

7) Your contact details

If you would like to sponsor Sally please make a donation via her online fundraising page www.justgiving.com/earthwatch or contact her directly: sally@email.com

8) Photo opportunity

Members of the local media are invited to send a journalist/photographer to the University Parks at 11am on Sunday 24th May. For further information please contact Sally on 01234 567890 or email sally@email.com

ENDS

Editor's Notes:

- Earthwatch Institute (Europe) is an international environmental charity whose mission is to engage people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment.

- In 2009, Earthwatch will support 350 expeditions on 60 environmental research projects in 30 countries by providing funds and volunteers who work alongside leading field scientists.
- Earthwatch research projects are divided into four primary areas, sustainable resource management, climate change, ocean, and sustainable cultures.
- Since 1971, Earthwatch has engaged over 85,000 people as volunteers on 2,800 field research projects in 118 countries. These volunteers have contributed over 10 million hours to essential scientific field work.
- The cost to join an expedition ranges from £850 to £1995 and expeditions last from six to 18 days.
- Earthwatch Institute (Europe) is the European office of Earthwatch Institute, Earthwatch's other offices are based in the USA, Australia, and Japan.
- For further information about Earthwatch, case studies, images or interviews, contact the Earthwatch Press Office on +44 (0)1865 318852.
- Website: <http://www.earthwatch.org/europe>

Top Tips:

- Write 'PRESS RELEASE' at the top of the page.
- Invent a brief and catchy headline which will stand out, but avoid cheesy clichés
- Make sure you cover the 5 'w's in the first paragraph – who, what, where, when and why!
- Keep your press release text clear and to the point, avoiding unnecessary words or jargon
- Keep sentences short, and draw the reader in with an enticing opening sentence
- Remember to add a quote from yourself, stressing why you are fundraising and which charity you are representing – Earthwatch! This is really important as it gives a personal, local angle to your story.
- Don't forget to include your contact details at the top of your press release so journalists can easily contact you.
- Send your press release by email if possible and paste the text into the main body of the email. This way it is less likely to fall into the recipient's 'spam' box than if sent as an attachment.
- If you don't get a response to your press release, always make a follow-up call.