

{ EXAMPLE }

Press release

//DATE//

Local man/woman/group set to have 'whale of a time!'

As part of WDCS, the Whale and Dolphin Conservation Society's Save the Whale Week, local business woman / school boy / teacher, **NAME**, is holding **EVENT** e.g.

Big Blue Party / BBQ to raise funds and help put an end to commercial whaling for good!

WHAT

WHEN:

WHERE:

Everyone is invited to take part (If you are inviting local people to get involved, you will need to include details of what they should do etc).

Include a quote:

NAME, who has organised the event said [example

'I wanted the opportunity to do something and take a stand against those people and organisations all over the world that seek to harm these magnificent animals. Save the Whale Week is a chance for everyone to do their bit in the fight against whaling, and to have a bit of fun at the same time!'

WDCS Community and Events Officer Mandie Gray said 'It's great that **NAME's** local community is able to join in with this event. Thanks to these kind of events, WDCS are able to raise vitally important funds and spread the message that we all need to work together to fight the whaling nations and to stop whaling for good.'

Save the Whale Week is an annual event run by WDCS to raise awareness and support for our campaign to stop whaling for good. For more information, please visit our website at www.wdcs.org.

Keep an eye on our website for details of how you can get involved in Save the Whale Week.

For more information, pictures or to arrange an interview please contact:

[give your complete contact details including land line and mobile phone numbers, email etc]

- Ends -

Editors notes

Save the Whale Week runs from 9-15 June 2008

Press advice

One of the best ways to let people know about what you are doing for WDCS is through local media (e.g. local magazines, newspaper, free adds, council websites, radio).

Writing a press release

Journalists like to have information about events via a press release. This is just one side of A4 which gives all the most important details regarding the event that you are holding. The first line of any press release should contain the 5 Ws – WHO / WHAT / WHERE / WHEN / WHY.

Who is doing the activity / holding the event

What your event is / what you are doing

Where you are holding your event? If you want others (including press photographers or radio interviewers) to come along, make sure you give the full address, postcode and directions if necessary!

When is your event? Give the full date and a start and finish time

Why are you holding the event / doing the activity? Mention WDCS and your goals in fundraising or raising awareness – why do you want to support WDCS?

- If you are doing your event for Save the Whale Week, remember to include the dates.
- Include WDCS contact details (web address, postal address, phone number).
- State any costs clearly, or point out if your event is free entry.
- Include quotes from the people doing the activity / event organisers within your release.
- Please do not include the WDCS logo on any press release or any other materials without the express permission of WDCS.

Top tips

- Keep the text simple, short and to the point – don't waffle!
- **REMEMBER:** Local newspapers, radios, etc rely on events within their community to fill the paper. The more unusual the event the more coverage you will get!
- Press releases can be sent by post, email or fax. You can call your local media to find out which method to use and who you should direct your release to.
- Contact details for local newspapers, radio and TV stations will be included on their website. Alternatively you may be able to get the details from the newspaper or a local television or radio programme, or from a telephone directory.
- Press releases should be sent early in the morning e.g. 9am.
- Make sure you give the papers plenty of notice in advance of your event, a week is usually long enough. You can send a reminder out nearer to the date.
- Please send copies of any coverage you get along with a note from yourself about the event, its success, attendance, money raised, etc. to:
 - Events Department, WDCS, Brookfield House, 38 St Paul Street. Chippenham, Wiltshire, SN15 1LJ.
 - For any further advice and information on how to write a press release, content, use of the WDCS logo, etc please contact the Community and Events Manager on 01249 449500.