

FOR IMMEDIATE RELEASE or EMBARGOED UNTIL...(provide the date and time)

Heading. The heading should be typed in bold and centred. Keep it short, snappy and to the point.

Subheading. This is optional and is used to elaborate on the information in the heading. Formatting is the same as the heading, but smaller. Again, keep it simple!

First paragraph. Start with a bang. Get the five 'W's in straight away – Who, When, What, Where, Why.

Following paragraphs. Make your points in order of importance. The second paragraph should elaborate on the first. You are essentially telling a story, so you must give the reader the full picture. Spell out the facts, give statistics, and quote names and numbers of people involved.

Quotes. Include a direct quote from the most relevant person involved: it will humanise the story. It can be you! Keep the quote brief, providing an overview of the event. If writing a quote for somebody else, get their consent before using it. Remember to give the person's full name and role or job title unless it is a child under 18, when you should follow the relevant safeguarding and privacy policies.

'More follows...' If the press release spreads to a second page, type 'More follows' at the bottom right-hand corner and 'Continued' at the top of the second page. Never split paragraphs or sentences.

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ENDS

This marks the end of your story. Below, under the 'Contacts' and 'Notes' headings further information may be found.

FOR MORE INFORMATION PLEASE CONTACT:

Give names and telephone numbers of people a journalist can contact for further information. This will most likely be somebody from school and (if you wish) somebody from the organisation you are working with.

Ms Citizenship Teacher, Teacher responsible: M –10001 E – citteach@greatschool.sch.uk

Ms Media Person, Media officer: T - 99999 M - 99999 E – mediaperson@oxfam.org.uk

NOTES TO EDITOR:

This is your last chance to give journalists background information, and links to photographs, websites etc. For example: Visit www.oxfam.org.uk to find out more information

All text of a press release should be in **Arial** font