

Writing press releases to secure local media coverage

Local press outlets are often looking for interesting or inspiring stories about their local residents. Gaining local coverage is a great way to share your story and raise the profile of Momentum Children's Charity.

Here are our top tips for writing a press release and securing some local media coverage:

Step 1: Research

Look online to get the names and contact details of any local newspapers, magazines and/or online news outlets you'd like to approach.

Step 2: Write your release

Your press release should be clear and concise (1-2 sides of A4 is ideal).

Here are some tips to help structure the release (see press release template below for an example).

- At the top write "Press Release" with the date underneath.
- Write a short punchy headline that reflects what you are doing.
- The first paragraph should summarise the who, what, when, where and why.
- The second paragraph can be more descriptive and give a little more detail about your fundraising.
- The third paragraph should include a quote from you or someone else involved.
- The fourth paragraph/s should let people know how they can find out more.
- You can also end with a quote from Momentum Children's Charity (see example below).
- Write "-Ends-" at the end so the journalist knows any accompanying information is not to be included in the story itself.
- Underneath your press release, include:
 - ✓ Your contact details
 - ✓ Full names of anyone in your photo/s, and their position in the photo
 - ✓ Information about Momentum Children's Charity
 - ✓ Momentum's media contact details

Step 3: Send your release

Write a short covering email to summarise who you are, where you live and what you're doing.

Attach a photo of yourself training or preparing for your event - or a photo of the person who inspired you to take part. Make sure you have their consent first.

Attach your press release and send!

Follow up with a phone call to see if your press release will be featured.

Press release template

Press release {insert date}

{your town} resident takes on/hosts {event description} for children with cancer

On {event date}, {your village/town} resident {Full name} will be raising vital funds for Momentum Children's Charity, a local organisation supporting children facing cancer and life-challenging conditions, by {describe your fundraiser/event here and where it's taking place}.

{First name} was inspired to take part in {event name} by {name of person and reason e.g. Joe Bloggs who was supported by Momentum when his daughter was diagnosed with cancer last year}. {First name} is {describe the activity you're taking part in e.g. taking part in the Royal Parks Half Marathon wearing a gorilla suit}

{First name} said: "{insert personal quote to describe how you're feeling about the event, any fun anecdotes about your training, what you're most looking forward to or dreading about it etc}."

{First name} is aiming to raise £{insert fundraising target} for Momentum Children's Charity through {insert online giving page details or information about how to purchase event tickets}

Bianca Effemey, Founder and CEO of Momentum said: "We receive no government funding and rely entirely on voluntary donations to support our work. It's thanks to the inspirational efforts of fundraisers in the community like {First name} that enable us to ensure that no family with a seriously ill child has to cope alone."

- Ends -

Photo: Include a short description, including the names (and position) of anyone in the photo. Make sure you have their consent first.

About Momentum Children's Charity: Momentum Children's Charity supports families across South West London, Surrey and Sussex whose children are facing cancer or a life-challenging condition. We partner with local hospitals to offer personally tailored support to the entire family through our family support workers, both in hospital and at home. Our services include counselling, creative therapies, special experiences and respite breaks. We also improve the environment for children treated in hospital with our children's ward refurbishments, transforming bare, clinical areas into bright, child-friendly spaces.

www.momentumcharity.org

Registered charity number: 1195373

For more information about this release, please contact: {insert your name, email address and contact phone number(s)}.

For more information about Momentum and future press opportunities, please contact: Lucy Coleman, lucyC@momentumcharity.org, 0208 974 5931