

Writing a press release

Stop press! How to get yourself noticed

We hope our press release example and guidelines will help you create your own. Write to your local newspaper and include a photo of you in your Pyjama Party nightcap.

Before you send your press release, it may be worth getting someone to cast a fresh eye over what you have written. Are there any typing mistakes and is it clear to read?

For more information go to:
pyjama-party.org.uk

It's all about getting yourself noticed!

1. First things first

Date your press release

2. Make it memorable

Think of a snappy title to capture the editor's attention

3. Give details about your event

Don't forget the town or city where you are based. Local papers like their stories to reflect what is going on in their circulation area

4. Include quotes

They can be from yourself, an employer, the charity, or a family member

5. Give details of what your fundraising will go towards

Contact us if you would like more information about our latest appeal

6. Your contact details

Give details of how journalists can contact you for more information about your story

Date:

Head to Head Pyjama Party pub crawl

On Wednesday 17 October, Andrew Wallis, Director of Radford Wallis Design is embarking on a fancy dress fundraiser. Andrew and his team will be travelling to six pubs around London dressed in pyjamas and onesies to raise money for The National Brain Appeal Pyjama Party.

The pubs have been carefully chosen to include 'Head' in their name, starting with Malborough Head in Mayfair and ending at The King's Head in Piccadilly.

Andrew is taking part in this event to raise awareness for The National Brain Appeal and their new annual campaign, Pyjama Party.

Andrew said "So many patients at The National Hospital go days and even weeks in their pyjamas and we want to show our solidarity and support for them by stepping into their shoes and wearing our pyjamas with pride."

The funds raised by Andrew will help to redevelop the Operating Theatres at The National Hospital in Queen Square, London. If you would like to sponsor Andrew and his team, please visit www.justgiving.com/head-to-head

End

Notes to editors:

1. For queries about The National Brain Appeal please telephone 020 3448 4724 or visit www.nationalbrainappeal.org
2. For more details please contact me on (your phone number) or (your email)
3. Photos available on request
4. The National Brain Appeal is the charity dedicated to raising funds for The National Hospital for Neurology and Neurosurgery. Since the charity was established in 1984, The National Brain Appeal has raised over £40million for cutting edge equipment, buildings and research



Include a photo of yourself and/or your event