

Press Release Template

FOR IMMEDIATE RELEASE

Put this at the top of your press release if you want the story covered straight away

FOR EMBARGOED RELEASE: 25/09/2012 9AM GMT

Put this at the top of your press release if you want the article to be published on a certain date. This is usually the best option as it gives the journalist time to research and write a good feature.

HEADLINE

Try and make it stand out and catch the eye of the reader/journalist but remember you want the title to say what the article is about.



What it is, where it is, when it is!

THE SUMMARY

The key paragraph in your press release, this needs to include all the vital information – what, when, where, who, why?

THE BODY

Now you can expand on the above, giving vital information and filling out the article.

THE QUOTES

It is always good if you can include some quotes but try to avoid the run of the mill ie. “The Director is so pleased for this support .etc”. Think about the readers and what would appeal or give value to your story.

FINAL POINTS

If there is anything else that you need to say this should be included here.

You can notify the reader that the release has finished by using the word END.

NOTES TO EDITOR

To avoid waffling in your press release, notes to editor is often used to provide any more relevant information such what else you can offer - Interviews, More Images, Statistics etc...

YOUR CONTACT INFO

Don't forget to let the journalist know how they can get in touch with you. Leave your name, telephone number, email here. Try to provide two ways that they can get in touch.

It is always good to mention Scleroderma and Raynaud's, the charity and provide our website for further information. We have provided you with an overview of Scleroderma, Raynaud's and the charity for your use.

If you have a JustGiving page, website, Facebook page or poster advertising your event why not leave a link after your contact info or attach a poster to the press release.

What is Scleroderma?

Scleroderma is a rare auto-immune condition which affects around 12,000 people in the UK. The body is attacking itself, over producing collagen that causes hardening and scarring to bodily tissues. Depending on the type of scleroderma an individual is diagnosed with, the condition can cause physical disability and can even be fatal.

Scleroderma can affect anyone of any age. Scleroderma currently has no cure but proper treatment and management can make it possible for many people with scleroderma to lead full and productive lives.

What is Raynaud's?

Raynaud's phenomenon is a common condition thought to affect up to ten million people in the UK. In people who have Raynaud's, the small blood vessels in the extremities are over-sensitive to changes in temperature. This causes a Raynaud's attack where the fingers sometimes change colour, but not always, from white, to blue, to red.

A Raynaud's attack can be a very uncomfortable, possibly painful, process. It can also make everyday tasks, like buttoning a jacket or unzipping a purse, very difficult. In some cases, Raynaud's can be a sign of another underlying autoimmune condition like scleroderma.

Scleroderma & Raynaud's UK (SRUK)

Scleroderma & Raynaud's UK is the only charity dedicated to improving the lives of people affected by Scleroderma and Raynaud's. We exist to improve awareness and understanding of these conditions, to support those affected, and ultimately to find a cure.

Find out more about the work of the charity: www.sruk.co.uk