



Biffa Award PR Factsheet 1: Writing a press release

Clear and concise information

A press release is used to let journalists know about your story—such as the new funding for your project. The most important thing to remember when writing a press release is to make sure you give the journalist all the information they need, clearly and concisely, and ideally in just a few paragraphs. Journalists are busy people, so the less work they have to do, the greater your chances of securing coverage. They are likely to receive hundreds of press releases a week, so in order to get their attention, make sure that they can quickly find out what the press release is about, who it concerns, and where it relates to. Include a snappy headline (which you can include in the subject line of your email after the words PRESS RELEASE:), such as “Bolton community centre wins £10,000 refurbishment grant from Biffa Award”.

Quotes

Bring the story to life with quotes from those who will benefit from your project. Quotes should usually be inserted after the initial key information has been stated, in about the third or fourth paragraph. Don't forget to be clear who the quote is from, including their position or job title, even if it is just “Volunteer,” followed by the project name, or “Local resident”. Keep the quotes short and snappy and include more than one if you like. You may also approach Biffa Award for a quote, by contacting us on media@rswt.org.

Contact information

Don't forget to include contact details on the press release for the journalist—they may require further information or want to request a photo. Ideally, you should always include at least one telephone number, and also an email address. Don't send a press release if you know you are not available to answer queries the same day.

Photo calls

If you have a photo opportunity such as an opening, a visit from a celebrity or politician, or a community event, be sure to mention this on your press release. You could use the words PHOTO CALL or PHOTO OPPORTUNITY, and state clearly where and when it is happening.

Please remember to send your draft press release to Biffa Award for approval before you issue it. Please send it to media@rswt.org. For more inspiration, and to see what kind of information to include, visit the [Press Releases](#) page on our website.

