

Press release template

Use this as a template only. Ensure you delete all the RED text as these are instructions and guidelines only and should not be part of the release you submit.

For immediate release (or put release date here).

_____ (your name/org) IS RAISING MONEY FOR RONALD MCDONALD HOUSE BRISTOL BY _____ (describe your event in 1 short phrase).

The event will take place _____ (the date, at time and the location)

(Writing the main body):

Your release now needs to state clearly the WHAT/WHERE/WHEN/WHO **in the first paragraph**. Also sum up the basic schedule of the event – journalists want to know exactly what is happening and when – they aren't going to hang around for the whole day!!

Follow the event details with a simple statement about WHY you or your organization will be supporting Ronald McDonald House Bristol. Eg 'Ronald McDonald House Bristol gave The Smith's family free accommodation when their son was receiving a kidney transplant at Bristol Children's Hospital.'

The first time you refer to Ronald McDonald House Bristol, do so like this Ronald McDonald House Bristol * -- which will refer people to notes to editors (see below).

Use font size 11 and keep the style clear and easy to read.
Releases should be kept to 1 side of A4 and certainly no more than 2.

Insert a quote from us:

Commenting on the planned event, Denise Johnson-Carr (RMH Bristol Manager) says, "We are so grateful to _____ (insert your name) for supporting Ronald McDonald House in this way. Without our dedicated supporters, we wouldn't be able to help the hundreds of families each year that we do. We wish _____ (insert your name) every success in their efforts."

For more information please contact

Your name/organisation

Email:

Landline:

Mobile:

Notes to editors

- Ronald McDonald House Bristol is an independent charity offering a place to stay, free of charge, for families who have children receiving treatment at Bristol's hospital for Children, or St Michael's hospital. Website: www.rmhbristol@mail.com, Email: info@rmhbristol.com
- "Notes to editors" is where you can write explanations and further detail about references in the main body that you have marked with a *

Ends