This is an example of a press release. You can use this template to write your own. Simply add in the details of your event, and change the parts in bold by entering your own details.

Feel free to amend this but we hope it gives you a good idea of how to grab the local media’s attention.

You could send this press release to your local radio station or newspaper by contacting their news desk – this information is usually available online.

We recommend sending your press release in the body of an email, journalists don’t often open attachments. You could also follow up with a phone call.

**PRESS RELEASE**

Your contact name, telephone number and e-mail address

For immediate release

**[enter your town]** resident set to **[enter fundraising activity here]** to raise money for mental health

[*Intro*]

Local resident, [***insert your name and where you’re from here***] is set to **run/trek/cycle** the [***enter name of event here*]** in aid of mental health charity Mind.

[*Insert* s*ome background info about yourself in the paragraph below. You could include information about your job, whether you are a parent, your age.*]

**Ellie, who teaches at Westchester Primary School**, hopes that with the support of his students, colleagues, friends and family, she will raise an incredible **£[insert amount here]** for Mind which provides support and advice for anyone experience mental health problems.

[*Example quote*]

**Joe** said, “I am thrilled to be running the [**insert name of** **event]** in aid of Mind. This is one of the toughest, yet most thrilling challenges of my life. Knowing the money I raise will be used to improve the lives of people living with mental health problems throughout the UK is amazing.

“I’m taking part in this event for Mind because I really believe in their cause. The charity helps the one in four people in the UK that experience a mental health problem every year. The money raised will fund their vital work including the Mind Infoline, advice services and the campaigning Mind does.”

[*Add more relevant info here - your fundraising URL and any other information that might be relevant to your wonderful campaign*]

To support Ellie’s challenge, please visit [www.justigiving.com/Ellieruns](http://www.justigiving.com/Ellieruns) to donate.

Notes to editors:

* Mind, the mental health charity, provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. [www.mind.org.uk](http://www.mind.org.uk)
* Please note that Mind is not an acronym and should be set in title case.
* Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
* Mind has an online peer support network called Elefriends www.elefriends.org.uk