

HOW TO WRITE A PRESS RELEASE FOR YOUR EVENT OR CHALLENGE



- At the top of the page, include the “In Aid Of OLLIE” logo, your logo (if applicable) and the date.
- Write a short, attention-grabbing headline so your press release stands out from others.
- Write the main body of the release, making sure you cover the “5Ws” of your event or challenge: who, where, when, what and why. You should include a quote from yourself/the event organiser to bring the story to life and explain why you’re raising money for OLLIE.
- You can also include a quote from OLLIE. Just ask us for one!
- At the end of the press release, add in any nitty-gritty details such as the venue details and how to buy tickets/ sponsor you.
- Mark the end of the main body with “ENDS” in bold font.
- Under the main body, add some numbered “Notes to Editors”. These should include some background information about OLLIE and youth suicide, a link to the OLLIE website and your contact details.
- Always write your press release in the present tense and third person.
- Never email your press release as an attachment. Always put it in the body of the email itself.

EXAMPLE PRESS RELEASE

LOCAL MAN BRAVES DIZZYING HEIGHTS FOR HERTS SUICIDE PREVENTION CHARITY

On 21 July 2018, John Smith is skydiving to raise funds for The OLLIE Foundation (OLLIE), a Hertfordshire charity devoted to stopping young people from taking their own lives.

Based in St Albans, OLLIE trains communities across Hertfordshire in suicide awareness, prevention and intervention. The aim is to develop support for young people at a community level and make sure they have someone they can turn to if they’re struggling.

John, 32, from Hatfield, says: “I suffered with anxiety and depression when I was a teen, so mental health has always been a cause close to my heart. From feeling hopeless to now enjoying life, I want to help young people who feel like suicide is the only way out. I’m really nervous about jumping out of a plane, but at the same time I can’t wait!”

Verity Bramwell, Co-ordinator of OLLIE, says: “Frighteningly, suicide is the biggest killer of under 35s in the UK. But with the right support and community education, it doesn’t have to be this way. OLLIE relies on the generosity of the local Hertfordshire community and we’re so grateful to John and everyone else who fundraises for us.”

Those who want to sponsor John should visit www.givey.com/johnsmith

ENDS

NOTES TO EDITORS

- Every year over 1,600 young people in the UK take their own lives.
- Teenage suicide is on the rise.
- The OLLIE Foundation was founded in 2016 by three local parents who had all lost a teenage child to suicide.
- To date, OLLIE has trained over 600 people in Hertfordshire in suicide awareness, prevention and intervention.
- For further information about OLLIE, please visit www.theolliefoundation.org.
- For further information about the skydive, please contact John Smith on 01234 567 890.