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**Be your own publicist – press release template for a business, school or group who want to shout about their fundraising success**

Thank you for doing something to make a difference to the lives of people with Parkinson’s. You’re amazing!

Before you start writing your press release to celebrate your fundraising success, don’t forget to check out our 5 steps to achieving local media coverage advice.

A press release is written information that you can email to your local media to get them interested in covering your story – our press release template below will help you get this information together.

1. Simply cut and paste the below press release template into an email - and fill in the key details where [indicated]
2. Also included at the end of this document is advice on taking a photo to illustrate your finished press release - which will drastically increase the chances of your local paper covering your story

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PRESS RELEASE

**[enter your town or city] [business / school / group] raises [£enter amount] for Parkinson’s UK**

[enter the date you email your release to your local media here]

A [enter your town or city] [business / school / group] has raised [£enter amount] for the charity Parkinson’s UK.

[Employees / pupils and teachers / members of the group] at [enter name of your business / school / group / e.g. The Window Company] raised the money by [enter details about how you raised the money, and the date of when this happened e.g. holding a charity quiz at the Oak Inn on 9 July].

Parkinson's UK is the leading charity driving better care, treatments and quality of life for those with the condition. Its mission is to find a cure and improve life for everyone affected by Parkinson's through cutting edge research, information, support and campaigning.

The [business / school / group] decided to fundraise for Parkinson’s UK because [enter your reason e.g. an employee at the business was recently diagnosed with Parkinson’s / they decided they wanted to raise money to help the charity research better treatments and a cure for the condition].

**[enter your name], [enter your position at your business, school or group], said:**

*“This is a space for a quote from you where you can talk further about your fundraising success and what difference you hope the money will make.*

*“For example – we decided to fundraise for Parkinson’s UK because our colleague was diagnosed with the condition recently and we wanted to show our support. I hope that our money will fund research that will one day find a cure. We’re so happy to have smashed our target!”*

Parkinson’s is a progressive neurological condition for which there is currently no cure and it affects 145,000 people in the UK including [121,927 in England / 12,184 in Scotland / 7,692 in Wales / 3,716 in Northern Ireland].

Parkinson’s UK estimate that there are more than 40 symptoms of the condition. As well as the most widely known symptom - tremor - these range from physical symptoms like muscle stiffness to depression, anxiety, hallucinations, memory problems and dementia, but Parkinson’s affects everyone differently.

**Katherine Bartrop, Head of Regional Fundraising at Parkinson’s UK, said:**

*“Nobody should have to face Parkinson’s alone - or without hope that one day we’ll find better treatments and a cure.*

*“The money raised means that we can be there for more people when they need us most and invest in further research that will one day bring an end to the condition.*

*“So we’d like to say a huge thank you for fundraising for Parkinson’s UK.”*

**To find out how to fundraise for Parkinson’s UK visit** [**www.parkinsons.org.uk/fundraising**](http://www.parkinsons.org.uk/fundraising)

**ENDS**

Media enquiries:

For more information please contact: [enter your name] on [enter your mobile number] and email [enter your email address]

**About Parkinson’s**

* Every hour, two people in the UK are told they have Parkinson's
* It affects 145,000 people in the UK – which is around one in 350 of the adult population
* Parkinson's is a degenerative neurological condition, for which there currently is no cure. The main symptoms of the condition are tremor, slowness of movement and rigidity
* Parkinson's UK is the UK's leading charity supporting those with the condition. Its mission is to find a cure and improve life for everyone affected by Parkinson's through cutting edge research, information, support and campaigning.
* For advice, information and support, visit www.parkinsons.org.uk or call its free, confidential helpline on 0808 800 0303

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PHOTOS TO ILLUSTRATE YOUR STORY

Sending your press release to your local paper alongside a good quality digital photo drastically increases your chances of them covering your story. So don’t be camera shy – say cheese and get snapping!

These days most smartphones will be capable of taking a high-resolution photo that a newspaper can print but if you don’t have one a photo taken on a digital camera is great alternative.

Our 5 top tips for taking the perfect photo:

1. We suggest that you take a photo of members of your fundraising team wearing Parkinson’s UK T-shirts or vests
2. Take your photo outside if possible as the light will be better
3. If you take your photo indoors, make sure that those involved are against a plain background and use a flash
4. When you email over your press release, attach your photo or photos to the same email and let the journalist know the full names of who is in each photo
5. IMPORTANT – at school events only school staff should take and arrange permissions from parents for photos to be taken of children – all schools have their own policies on this so contact them directly for advice

If you’re looking for inspiration for your perfect photo here are links to some local news articles featuring photos of Parkinson’s UK’s businesses, schools and groups:

* Blakehill Primary School: <http://www.thetelegraphandargus.co.uk/news/13463446.School_turns_blue_to_raise_cash_for_Parkinson_s_UK/>
* Neil and Barker jewellers: <http://www.runcornandwidnesworld.co.uk/news/16177762.Family_jeweller_hopes_to_raise_thousands_for_Parkinson_s_UK/>
* Romsey Rotary Club: <http://www.romseyadvertiser.co.uk/news/16286564.thousands-raised-after-street-collection-in-romsey/>