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**Be your own publicist – press release template for a completed skydiving, abseiling, wing walking or zip line challenge**

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] [man / woman] in daredevil stunt for Parkinson’s UK**

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

[enter your first name and surname], [enter age], from [enter your town or city plus area of city] turned daredevil on [enter date of challenge] to raise [£enter amount] for the charity Parkinson’s UK.

[enter your first name] faced their fears to undertake an [abseiling / wing walking / skydiving / zip line] challenge at [enter the location of your challenge e.g. at Wickenby Aerodrome, Lincolnshire].

[She / he] [enter details about your challenge here e.g. plunged 11,000 feet / abseiled down the 10-storey building / was strapped to the wings of a plane and treated friends and family to an aerial display / tackled the world’s longest zip line] to raise money for a cause close to their hearts.

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.

[enter your first name] decided to undertake the challenge for the charity because [enter your reason e.g. their mum has Parkinson’s and has been supported by the charity / they wanted to help fund research that could one day find a cure for Parkinson’s].

**[enter your first name] said:**

*“This is a space for a quote from you where you can talk further about your challenge, why you did it, and what difference you hope the money will make.*

*“For example – I took part because my mum was recently diagnosed with Parkinson’s, which was a big shock, and I have seen how it has affected her. I hope the money I’ve raised will help more people like my mum.”*

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.

“Now thanks to the money raised we’ll be able to support more people when they need us most and invest in research that will one day bring an end to the condition.

“We are so grateful for this support and want to say a huge thank you for taking part.”

**There’s still time to sponsor [enter your first name] by visiting [enter the link to your online giving page]**

**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 ask somebody to take a photo of you just before or after you complete your challenge – take a few so that you can choose the best one
2. If you are fundraising because a loved one has Parkinson’s you could also send the local newspaper a photo of that person too - but check with them first that this is OK!
3. When you email over your completed press release, attach your photo or photos to the same email and clearly state who is in each photograph

If you’re looking for inspiration for your perfect photo here are links to some local news articles featuring photos of fellow Parkinson’s UK daredevils.

* Doreen’s skydive: <https://www.eveningtelegraph.co.uk/fp/skydiving-gran-doreen-defies-her-parkinsons-disease-to-help-others/>
* Wing walker: <https://www.marketrasenmail.co.uk/news/take-to-the-skies-for-charity-at-wickenby-1-7869939>