****

**Be your own publicist – press release template for a business, school or group holding a fundraising event**

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 publicise the event that you are organising, 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PRESS RELEASE

**Charity event in [enter your town or city] for Parkinson’s UK**

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

A [enter your town / or city, and area of city] [business / school / group] is organising a fundraiser for Parkinson’s UK and is calling on the local community to get involved.

[Employees / pupils and teachers / members of the group] at [enter name of your business / school / group / e.g. The Window Company] are calling for people to join them at [enter location of event], on [enter date] at [enter start time] for a [enter type of event e.g. charity quiz].

[Tickets / The entry fee] for the event [cost £ per person / is £ per team].

[enter more details about what will be happening here – e.g. The prize for the winning team will be a £200 Marks and Spencer voucher and there will be a hot and cold buffet for those taking part].

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

*“This is a space for a quote from you about why you’ve chosen to fundraise for Parkinson’s UK, and call for people to come along to your event.*

*“For example – We decided to fundraise for Parkinson’s UK because our colleague Steve was diagnosed with the condition recently and we wanted to show our support.*

*“The quiz is set to be loads of fun so why not come along and help us raise money for a good cause?”*

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:**

“We are so lucky to have the support of these amazing fundraisers and want to say a huge thank you to them for supporting Parkinson’s UK.

“Thanks to their backing, we’ll be able to support more people with Parkinson’s when they need us most - and invest in ground-breaking research that will one day bring an end to the condition.”

**[if your event is ticketed or requires booking in advance enter details here about how people can do this].**

**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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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 – photos taken at school events of children must not be taken or sent to media without permission from their parents. This can usually be arranged via the school.

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/>