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**Be your own publicist –** **press release template for people undertaking a 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 drum up some support for your challenge, 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] [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] is set to turn daredevil on [enter date] to raise [£enter amount] for the charity Parkinson’s UK.

[enter your first name] will be facing 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. faces a 11,000 feet plunge / faces a 10-storey plunge / will be strapped to the wings of a plane and take to the skies / will tackle the world’s longest zip line] and is calling on the local community to sponsor their stunt.

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 are doing 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. When she found out she called the charity’s helpline for advice and it made a big difference. 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.

“Support like this means that we can be there for more people when they need us most and invest in research that will one day bring an end to the condition.

“So we’d like to say a huge thank you for taking part - and wish them the very best of luck!”

**You can 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 take a photo of you wearing your Parkinson’s UK T-shirt or vest
2. Take your photo outside if possible as the light will be better
3. If you take your photo indoors, make sure that you are against a plain background and use a flash
4. 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!
5. 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

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

Chloe’s wing walk: <http://www.eadt.co.uk/news/sky-s-the-limit-for-daring-pub-manager-preparing-to-wing-walk-in-aid-of-parkinson-s-uk-1-4987039>

Michelle’s abseil: <http://www.royston-crow.co.uk/news/the-biggest-test-will-be-being-brave-enough-to-step-over-the-edge-royston-trio-to-take-on-127m-abseil-down-northampton-tower-for-parkinson-s-charity-1-4670208>