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

Thank you for helping to change the lives of people with Parkinson’s. We really appreciate your support.

Before you start writing your press release to celebrate your fundraising success, don’t forget to check out our [five steps to achieving local media coverage.](https://www.parkinsons.org.uk/get-involved/be-your-own-publicist-5-steps-achieving-local-media-coverage)

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] 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 is the fastest growing neurological condition in the world, and currently there is no cure. It affects around 145,000 people in the UK and every hour two more people are diagnosed. There are over 40 symptoms, from tremor and pain to anxiety.

Parkinson’s UK is the largest charitable funder of Parkinson’s research in Europe, leading the way to better treatments and a cure.

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 develop 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 to develop better treatments and a cure. I’m excited to have smashed our target!”*

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

“Thanks to our amazing fundraisers, we can drive forward research to develop better treatments and a cure for Parkinson’s.

“With their help, we can also keep building better support for people with Parkinson’s, their families, friends and carers. 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** [**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 and Parkinson’s UK**

Anyone can get Parkinson’s, young or old. Every hour, two more people are diagnosed.

Parkinson’s is what happens when the brain cells that make dopamine start to die. There are over 40 symptoms, from tremor and pain to anxiety. Some are treatable, but the drugs can have serious side effects. It gets worse over time and there’s no cure. Yet.

We’re the largest charitable funder of Parkinson’s research in Europe. We know we’re close to major breakthroughs. By funding the right research into the most promising treatments, we get closer to a cure every day.

Until then, we're here for everyone affected by Parkinson’s. Fighting for fair treatment and better services. Making everyone see its real impact.

**We are Parkinson's UK. Powered by people. Funded by you. Together we'll find a cure.**

Advice, information and support is available on our website, [www.parkinsons.org.uk,](http://www.parkinsons.org.uk) or our 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 a smartphone, a photo taken on a digital camera is a 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](https://www.thetelegraphandargus.co.uk/news/13463446.school-turns-blue-to-raise-cash-for-parkinsons-uk/lue_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/)