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

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 help drum up some support for your challenge, 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

**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] [business / school / group] is organising a fundraiser for charity 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] 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 – eg: The prize for the winning team will be a £200 Marks & Spencer voucher and there will be a hot and cold buffet for those taking part].

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 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 encourage 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?”*

**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.

“Their efforts will help us provide life-changing support to people with Parkinson’s, as well as fund research to develop better treatments and ultimately a cure for 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** [**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 five 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 the 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](https://www.thetelegraphandargus.co.uk/news/13463446.school-turns-blue-to-raise-cash-for-parkinsons-uk/)
* [Neil and Barker jewellers](https://www.runcornandwidnesworld.co.uk/news/16177762.neil-and-barker-hope-golf-day-raises-thousands-for-parkinsons/)
* [Romsey Rotary Club](http://www.romseyadvertiser.co.uk/news/16286564.thousands-raised-after-street-collection-in-romsey/)