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

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

**[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] 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 / They] [enter details about your challenge here eg: 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.

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

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.

 **[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.”*

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

“Thanks to our fundraisers, we can drive forward research to develop new 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 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** [**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 yourself 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)