

Be your own publicist

Press release template for golf club fundraising

Thank you for helping to transform 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](#).

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.

Simply copy and paste the press release template below into an email, filling in the key details [where indicated].

Also included at the end of this document is advice on taking a photo to illustrate your finished press release. This will drastically increase the chances of your local paper covering your story.

PRESS RELEASE

[Enter the name of your golf club] raises [£enter amount] for Parkinson's UK

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

Members of [enter the name of your golf club] in [location of golf club] have raised [£enter amount] for charity Parkinson's UK.

[Enter the name of your golf club] raised the amount by [enter details about your fundraising here eg held a charity golf day, nominated Parkinson's UK as their Charity of the Year, etc].

The club decided to fundraise for Parkinson's UK because [enter reason eg a member 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].

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.

And it's not just through fundraising that golf can help support people with Parkinson's. Being active for 2.5 hours a week can help manage Parkinson's symptoms, and has a positive impact both physically and mentally.

[Enter your name], [enter your position] at [enter name of golf club] said:

"This is a space for a quote from you where you can talk further about your fundraising, why you did it, and what difference you hope the money will make.

"For example – the club took this on because a member of the club was recently diagnosed with Parkinson's, which was a big shock and we have seen how it has affected them. When they found out, they called the charity's helpline for advice and it made a big difference. I hope the money I've raised will help more people."

Kirsty Berrigan and Rebecca Landolt, Heads of Regional Fundraising at Parkinson's UK, said:

"We are so grateful to [enter the name of your golf club] for taking on this incredible challenge for Parkinson's UK.

"With more than 40 potential symptoms, Parkinson's can devastate lives. We've made huge breakthroughs in the last 50 years, but there is still no cure and current treatments are not good enough.

"We hope that [enter the name of your golf club] fundraising inspires you to get involved with Parkinson's UK. There are lots of ways for you to get involved and support us - from volunteering at an event, to campaigning for better services. Without the generosity of people like you, our work would not be possible."

To find out how to fundraise for Parkinson's UK visit 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

Parkinson's is what happens when the brain cells that make dopamine start to die. There are more than 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.

Parkinson's is the fastest growing neurological condition in the world. Around 145,000 people in the UK have Parkinson's.

We are Parkinson's UK. Here for everyone affected by the condition. Funding research into the most promising treatments, taking us closer to a cure every day. Fighting for fair treatment and better services.

Read more [facts and statistics](#).

Further information, advice and support is available on our website, www.parkinsons.org.uk or our 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 a smartphone, a photo taken on a digital camera is a great alternative.

Our top tips for taking the perfect photo:

- Wear your Parkinson's UK T-shirt, looking directly at the camera.
- Take your photo outside as the light will be better.
- Take a landscape photo rather than a portrait photo.
- If you take your photo indoors, make sure that you are against a plain background and use a flash.
- If you're 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!

- 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.