

# HOW TO WRITE A PRESS RELEASE

Please see instructions and example template below.

PRESS RELEASE: Strictly Come Céilidh Dancing: An Evening of Lively Dancing to Raise Money for Haiti  
23<sup>rd</sup> September 2010

← Title & Date

ActionAid supporters, from Cambridge, are staging a merry social evening of céilidh dancing on Saturday 25 September to raise money for ActionAid's relief efforts in earthquake hit Haiti.

← In 50-100 words describe who is doing what/where/when/why

The band treading the boards on the night is Dangerous Circles; a four piece acoustic band that has kindly agreed to waive their fee for this charity gig. The band features Bryan Causton on Mandolin, Anna Ardley on oboe, whistles and bassoon, Robin Scott on concertina, Guido Rincon playing guitar and Adrian Turnham is the caller giving instructions to the dancers.

← Add any other important info e.g. other fundraising events

The evening is open to anyone who fancies a fun and active night on the dance floor. Céilidh music is cheerful and lively, and the basic steps can be learned easily. On the night, a dance-caller will be on hand to give instructions for new dancers before the start of the dance itself and the organisers are hoping that both experienced dancers as well as beginners will come along for the night.

← Quote from you (include some other info about you - i.e. occupation/age)

Martin Bowler, a father-of-two from the Cambridge ActionAid group says: "The céilidh night will have all the ingredients of a great evening, and we hope to see a good turn out on Saturday. Apart from being good fun, the evening will also raise money for people in Haiti still in need of food and shelter."

← Your quote should encapsulate the main message that you are trying to convey to the press

The Cambridge group hopes this social fundraising event will raise **£500** for ActionAid.

Liz Grant, ActionAid Fundraising spokesperson, said: "It is now 8 months since the biggest earthquake to hit Haiti in 200 years killed 217,000 people and left tens of thousands homeless in what remains the poorest country in the Western hemisphere. £10 raised from each ticket sold can purchase personal hygiene supplies for an entire family displaced by the earthquake."

← Event Info & Quote from ActionAid

To reserve a ticket, leave a message on INSERT NUMBER or email example@example-mail.com.

← Essential information – Your Name/Contact No/Email

Event details: Saturday 25 September, Harston Village Hall (5 miles south of Cambridge). Doors open at 7.30 with dancing from 8.00 – 11.30 pm. Tickets cost £10, which includes supper and the venue has a licensed bar.

↑ **TOP TIP:** Keep the press release brief and concise. Write no more than one A4 page.