

**Date:** Always date the release so there can be no confusion

### **SNAPPY HEADLINE TO CATCH THE ATTENTION**

**The country is coming to town this when the Cairngorms Farmers Market takes over the Square in Grantown for the entire weekend.** (The opening paragraph has to say everything – the what, why, who, where, when.)

**A huge variety of goods will be on sale including organic beef and lamb, soft fruits, vegetables, cheeses and even arts and craft products.** (You can expand on the opening paragraph in the next paragraph, giving a bit more information, like what products will be on sale.)

**The Cairngorms Farmers Market has been operating for just over a year and the events have been extremely popular....etc, etc.** (Some background info next is good, for example, how long the organisation has been on the go, main funding bodies, etc – but keep it short.)

**Quote from organiser: “We have more producers than ever ...** (Quotes are always a good way of helping to lift something off the page but it shouldn’t be more than a couple of snappy sentences.)

**Quote from someone taking part: “I’ll be selling organic lamb in the Square this weekend. It’s my first Cairngorms Farmers Market ...** (A quote from someone taking part is also nice but not essential. Also, be very wary of your press release becoming ‘quote heavy’. Two or three quotes at the most.)

**The Farmers Market takes place on Saturday 2 and Sunday 3 December from 10-4pm. For details on future events, visit the Cairngorms Farmers Market website ...** (End the press release by confirming dates/times and give the public a contact where they can find more info, a website/phone number or whatever. This is information that you want printed in the paper, so don’t give out a number you don’t want people to use.)

**ENDS:** Always include this so that editors know that what comes before is for printing – anything else (below) is background or contact information for the media.

**NOTE TO NEWSDESKS:** This is where you would put additional information that is not necessary for the press release but that journalists might find useful. For example, if you have a photo available or someone who is happy to be interviewed, put this information in here.

**FOR MORE INFORMATION:** Who should the PRESS contact (as opposed to the general public) for more information on the market or the organisation?