



# Make it Yours

## Press release template

- **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, eg a website/phone number. 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, eg a photo 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?