



Making the brand work for your business

Writing a press release

A good press release should always capture in the first paragraph the who, what, why, where, when. Give the journalist all the information required within one page and remember to include quotes from people and provide supporting information or statistics.

Follow this step-by-step guide to writing your press release:

- Always date the release so there can be no confusion and put this at the top. If the press release is not to be used until a certain day or time, or 'under embargo' – make sure that this is right at the top (above the headline) with very clear instructions, ie STRICT EMBARGO – not for publication before 9am on Tuesday 23 January 2024
- Don't forget a snappy, attention grabbing headline!
First paragraph has to say everything – who, what, why, where, when:
 - The country is coming to town the first weekend in February 2024 when the Cairngorms farmers' market takes over The Square in Grantown on Spey for the entire weekend.
- Second paragraph can expand on the first, giving a bit more of the detail:
 - A huge variety of goods will be on sale including organic beef and lamb, soft fruits, vegetables, cheeses and even arts and craft products.
- Third paragraph should contain some background information for example, how long the organisation has been operating, main funding bodies, etc, but keep it short:
 - The Cairngorms farmers' market has been operating for just over a year and the events have been extremely popular, etc, etc.
- Fourth and any subsequent paragraphs can be used for quotes. 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. It's always good to include a couple from the most relevant people (be sure to give their name and title / role). Also, be very wary of your press release becoming 'quote heavy' - two or three quotes at the most.
 - Quote from organiser: "We have more producers than ever ...
 - 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.



- The final paragraph of the press release should confirm the information such as the date / venue / time if it's an event or if there is a particular course of action you want people to take. If appropriate also give a publicly available contact for more information eg website / phone number. These details will be printed or broadcast so make sure you don't give out a phone number or email address you don't want in the public domain!
 - The farmers' market takes place on Saturday 3 and Sunday 4 February from 10am - 4pm. For details on future events, visit the Cairngorms farmers' market website www.facebook.com/CairngormFarmersMarket/.
- ENDS: Always insert this at the bottom of your text so that editors are aware that what comes before is for printing – anything else (below) is background or contact information for the media.
- NOTES TO EDITORS / NEWSDESK: This is where you can put additional background information that is not necessary for the press release, but journalists might find useful, eg availability of photographs or interview opportunities.
- FOR MORE INFORMATION: Who the press (as opposed to the general public) should contact for more information, interviews, etc.

Now send it to your local (or national) media or chosen specialist publications. A website search will help you find out exactly who or where to send your press releases to.



Press release template

- Date - always date the release so there can be no confusion.
- Snappy headline to catch the attention.
- The opening paragraph has to say everything – the what, why, who, where, when - The country is coming to town this when the Cairngorms Farmers Market takes over the Square in Grantown for the entire weekend.
- 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?