

Press Release Guide

It's a great idea to contact your local paper and radio to tell them about your event or activity. The press are always on the lookout for stories about local people and it will help to publicise your event and spread awareness about Accuro in your area.

Don't be daunted about contacting the media, there is a simple template below to help you. Use the template replacing the highlighted text to insert your own details.

Date:

Title: Local **Woman/Man/Team Insert details of your fundraising Event** for Accuro (Care Services) **hoping to raise/raising** £xxxx!

Insert your story making sure to give the following details about you and your event:

Your Name and age

Where you live

Details of your event—What it is, date, time, place, cost of entry, how to book

Why you have decided to fundraise for Accuro

What gave you the idea—try to give as much information as you can about your connection to Accuro and why the charity is important to you.

Sue Fishpool, Fundraising Manager at Accuro added:

'Accuro is a local vibrant charity operating in West Essex helping to reduce loneliness and the social isolation of people in our communities that have disability through a range of services that build bridges to a wider world.

We are so grateful to **Your Name** for **his/her** support in organising this event in aid of Accuro. It will help to make a real difference to the lives of our members, their families and carers

For more information about Accuro or to get involved please visit www.accuro.org.uk

- ENDS -

Include a High Res picture with your press release. If you are doing a sponsored event you can include details of your online sponsorship page too.

In some cases your story may be printed word for word but in others you may be contacted for more details.

If you need further advice about contacting the media get in touch with Accuro on fundraising@accuro.org.uk

01279 870297

Thank you so much for your support.