



Press Release Template

Follow these simple tips to create a press release to promote your event:

Use a one-line title so the journalist will understand what they're looking at immediately: e.g.

'Mayor to reopen local store'

'Charity fundraising event at local store'

'Local store adds extra service for shoppers'

Give the crucial details:

WHAT is happening

WHEN – the exact time and date

WHERE – the exact address and locations

Say who's going to be there and what's going to happen. Highlight anything that might make for particularly good photos.

Make sure they know who to contact for further details – and give all useful phone numbers.

Add any relevant extra details, e.g.:

How long the store's been around

Any recent changes – management, staff, refits, new lines etc



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Example Press Release

Here's a sample press release for Retailer X, organising a summer fun day:

Store X, Somewhere Street, Anytown, will be holding a summer fun day on Saturday June 7th 2014, with fun activities for all the family.

Starting at 10.00am, the day will include regular demonstrations from expert barbecue chefs, along with the chance to sample delicious results, and top tips for outdoor dining and summer entertaining.

There will also be face painting and balloon animals and performances from local barbershop quartet The Stripy Waistcoats.

In store, shoppers will find special offers on barbecue essentials and everything they need to make their summer social occasions with family and friends go with a bang.

Store X has been at the heart of the Anytown community since 2000 and Retailer X and his team keep the needs of their customers at the forefront of the business.

"It's going to be a fantastic day," said Retailer X. "There will be activities to interest all the family, as well as the chance to try out some great barbecue food.

"We want to make sure local people know we're here when they need us, whether that's for tonight's dinner, a quick snack or because they've run out of teabags. But we're also part of this community so we want to put something back in."

Contact Retailer X on 01234 567890 for further details and timings.

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