

EXAMPLE PRESS RELEASE

Example local press release

A press release is vital for sharing details of your event with journalists and local media outlets. You can send one either before or after an event, depending on how you best think coverage would work – naturally sending it out before can, if published attract people to take part, but afterwards may have greater impact with photographs and stories/quotations from the day.

Below is an example press release to help you construct your own. Simply copy and paste the text into a new word document in order to be able to tailor it to your needs.

<Contact details: name, telephone number, e-mail address> Mr Joseph Newman, 020 7922 7908, joseph.newman@newtown.gov.uk

<Date> 15/06/2014

<Headline> Health Centre works with local businesses to improve health of men at work

<What you did> Newtown Health Centre is today launching a major new health initiative for men as part of national Men's Health Week.

<More Information> Doctors and nurses from the Centre have set up a mobile men's MOT check which will tour local businesses, offering men free information and advice on how to achieve a healthy weight. Men will be able to get weighed and blood pressure and cholesterol checks will also be available.

<Why you did it/are doing it> The Centre is offering this service to encourage employers to raise awareness of the importance of men's health in the workplace. It also hopes to encourage men in <Newtown> to take better care of their health and to make more use of health services. The Centre believes that more must be done to improve men's health since too many men die prematurely, often because of problems linked to work and employment. Men are often also reluctant to visit their doctor until health problems have become serious and harder to treat.

<Specific Details & Quotation from those affected> The first company that the MOT team will visit was the local Engineering Works. Mr X Chairman of the Engineering Works commented, 'We all know men don't look after their health as well as they could and I have to admit I'm no exception. It's great that the health Centre is reaching out to local businesses and really getting their message across. You never know, a quick check-up could result in a longer life.'

<Quotation from You/Expert> Newtown Health Centre's Director, Dr. Z said, 'Because men are often reluctant to visit a doctor we've decided to take this new service to them. It's convenient, it's free, it's quick and it's completely confidential. We hope that this will help raise awareness with both local employers and local men about health issues.'

<Situate the event with National Event Context>

Newtown Health

Centre's initiative is one of hundreds taking place throughout the country during Men's Health Week. The Week is organised by the Men's Health Forum, a charity that promotes men's health, and is backed by a wide range of other health organisations and charities.

ENDS

Notes to editors

- *<Describe your Service/Organisation>* The Newtown Health Centre is a local NHS health-care centre serving Newtown and nearby parishes.
- The Men's Health Forum, the national charity leading Men's Health Week is online at www.menshealthforum.org.uk and can be contacted on 020 7922 7908,
- Men's Health Week runs from 9-15 June. It aims to raise the profile of men's health, encourage men's health initiatives and increase men's awareness of their own health. This year, the main focus is work and health, including stress and anxiety and unemployment.