



Dear Supporter,

Thank you for fundraising for St Nicholas Hospice Care.

We are keen to help you gain maximum exposure for your event, whether as a preview to increase ticket sales or a report of proceedings or as a thank you to everyone who made it such a success.

To help you achieve coverage for your activity, we have produced guidance notes and a template on how to write a press release. A press release is a one or two page synopsis (or overview) on your story for journalists.

All you have to do is fill in the template (attached) and send (normally by email) to the various regional newspapers (daily and weekly) as well as radio and television contacts, where appropriate. Please note that getting television coverage is very difficult unless your event is extraordinary but by simply answering the questions and sending the attached press release off, there is a really good chance you will get your local paper interested.

In this information pack, you will also find a list of contacts for newspapers, radio and television that cover the catchment area of St Nicholas Hospice Care and a sample press release, so you can see what a finished one looks like.

Please don't feel intimidated by contacting the local media as they are always on the look-out for your stories. As a worst case scenario if you aren't able to send them the release electronically, pop it in the post or even give the journalist a call (try not to call just before they are putting their paper to bed!) and verbally give them the story information.

Once again, thank you for your invaluable support of St Nicholas Hospice Care and good luck.

Kind regards,

Dave Gooderham

Press and PR Officer

