**‘How to’ guide & press release template**

**Introduction:**

At the bottom of this page is a template of a press release, which you can use as a guide to help you write your own. Simply add in the details of your fundraising activity, and change the parts highlighted in yellow by entering your own details and information.

We’ve included a few tips on how to write your press release, and how to get in touch with your local media. We hope this gives you a good idea of how to grab the local media’s attention.

**Writing your press release:**

* Please complete the indicated sections highlighted in yellow in the press release. Be sure to remove the highlighted formatting from your final press release once you’ve finished writing it.
* If you are completing the template for a photo story, keep the designated photo section in at the top of your press release.
* There are some hypothetical examples to help you write your press release. Make sure you remove these from your press release before you send to the media.
* Your release should read like a news story in a newspaper. Write in the third person and avoid opinion except in direct quotes.
* Keep it to two sides of A4 at the most.
* Use Plain English, avoiding jargon. Use short, punchy sentences and paragraphs and try to make it as interesting as possible to the reader.
* At the bottom of your template is a section called notes to editors. This is where your contact details should be inserted so that journalists can get in touch with you if they’re interested in your story, or have any questions.

**Sending your press release:**

* It is best to copy the text into the body of the email rather than sending a Word document, as journalists don’t often open attachments. Put the heading of your release as the subject.
* If you have good quality images to offer to the media don’t send these unsolicited. Journalists won’t thank you for clogging up their inboxes with big file attachments! Let them know you have images if they want them. If they do, include names of those photographed from left to right.
* Familiarise yourself with your local media so you can work out where your story fits best.
* The website media.info/global provides a directory of newspapers, magazines, and TV and radio stations throughout the UK. It provides contact details and allows you to search by area. Most traditional media outlets will also have a website, so research these too.
* You could also follow-up with a phone call, after sending your press release.

**Press release template:**

**[Insert location] Co-op colleagues are all talk as they break the silence around mental health**

Co-op colleagues in [insert location] will be starting conversations around mental health while raising vital funds for charity partners Mind, SAMH (Scottish Association for Mental Health) and Inspire.

To mark Time to Talk Day on 3 February 2022, colleagues will [insert fundraising activity) on [insert date(s)]. Time to Talk Day brings the nation together for a conversation about mental health to inspire us all to talk, listen and change lives.

[Include this paragraph if applicable] Conversations can’t be had alone and Co-op colleagues in [insert location] are hoping the local community will support them by [Insert 1 or 2 sentences about how community can get involved]

[Insert name], store manager at Co-op [insert store location], said: “We are delighted to fundraise for our national charity partners and show our support for Time to Talk Day. We hope we’ll be the talk of the town and that [insert fundraising activity] will help us start all-important conversations about mental health. We would like to thank our members and customers for their generosity and support, and hope they’ll get behind us with our latest challenge.”

Recent research from the Co-op in partnership with Mind, SAMH and Inspire highlights the urgency in supporting communities to be open about mental health. The findings show that 10.6 million people (just under a fifth of the UK population) describe their current mental wellbeing as poor, rising to almost three in ten (28%) amongst 16- to 24-year-olds. Almost a quarter (24%) of people said they became isolated from their community due to the pandemic with nearly two-thirds (61%) of those saying this affected their mental wellbeing.

**Paul Farmer, Chief Executive at Mind, said:** “We’re really grateful to [insert location] Co-op colleagues for embracing this month’s fundraising challenge around Time to Talk Day. It’s been roughly two years since the pandemic hit and we know this has taken a huge toll. Many of us will be feeling the lasting impact of the pandemic on our mental health and wellbeing, especially those of us with existing mental health problems. Now, more than ever, we need to make sure that we are there for everyone who needs us.

“Having open conversations about mental health is a great place to start. Talking tackles stigma and the more we talk, the better life is for all of us. We’re looking forward to seeing how the team take on the challenge on [insert day/date e.g. Saturday].”

[OR for Scotland]

**Billy Watson, Chief Executive at SAMH, said:** We’re incredibly grateful to [insert location] Co-op colleagues for their enormous efforts during this month’s fundraising activities in support of Time to Talk day and helping to raise vital funds for Scotland’s mental health.

"This is a particularly challenging time for all of us - we know the pandemic is having a huge impact on our mental health and wellbeing, especially for those with existing mental health problems. Thanks to [insert location] Co-op colleagues and their energy and enthusiasm for fundraising through this charity partnership, we will be able to reach even more people in need of support. We wish the team the very best of luck on [insert day/date e.g. Saturday].”

[OR for Northern Ireland]

**Kerry Anthony, Chief Executive Officer at Inspire, said:** **:** “Thank you to [insert location] Co-op colleagues for supporting Time to Talk Day this February and fundraising for the charity partnership. By supporting Time to Talk Day, Coop have sent a strong message to colleagues and customers that having conversations about mental health helps people’s wellbeing and breaks the stigma that surrounds this issue. We are incredibly grateful to all our colleagues across Coop stores for continuing their amazing work in communities.”

“Team Inspire wish to thank Co-op colleagues for their hard work and enthusiasm during the partnership. Across the UK they have raised over £6 million, which will help us to support people in communities living with mental ill health.

“Congratulations for [insert store/day/date e.g. Saturday] who raised [insert total for better mental health.”

Co-op are raising £8m for Mind, SAMH and Inspire to bring communities together to improve mental wellbeing. Along with delivering Time to Talk Day 2022, these vital funds are providing new services in over 50 local communities across the UK to support people’s mental wellbeing.

Generating more than 2million mental health conversations each year, Time to Talk Day was launched in 2014 by [Time to Change](https://www.time-to-change.org.uk/), a campaign to end mental health stigma and discrimination, which was run by Mind and Rethink Mental Illness.

-Ends-

For more information please contact [insert name] at [insert email address].

**About Co-op:**

* The Co-op is one of the world’s largest consumer co-operatives with interests across food, funerals, insurance, legal services and health. Owned by millions of UK consumers, the Co-op operates 2,500 food stores, over 800 funeral homes and provides products to over 5,100 other stores, including those run by independent co-operative societies and through its wholesale business, Nisa Retail Limited
* Employing over 62,000 people, the Co-op has an annual turnover of £11.5 billion. As well as having clear financial and operational objectives, the Co-op is a recognised leader for its social goals and community-led programmes. The Co-op exists to meet members’ needs and stand up for the things they believe in.

**About Mind:**

* Mind, the mental health charity, provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. [mind.org.uk](http://www.mind.org.uk)
* Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
* For information and support on staying mentally healthy at this time, visit [www.mind.org.uk/coronavirus](http://www.mind.org.uk/coronavirus)
* The online mental health community is a safe space where anyone aged 18 and over with experience of a mental health problem can share their story, connect with others, access Mind’s wider information and resources, and give support in return. Find out more at [mind.org.uk/community](http://www.mind.org.uk/community)
* Mind’s income has been affected by the outbreak of coronavirus, largely due to the closure of our 160 charity shops across England and Wales, and the cancellation or postponement of major fundraising events. To help them continue their vital work, donate to our emergency appeal: [www.mind.org.uk/donate](http://www.mind.org.uk/donate)
* Mind offers free resources for employers to help improve mental wellbeing. For more information, visit [mind.org.uk/work](http://www.mind.org.uk/work)

**About SAMH:**

* For media enquiries in Scotland please contact the SAMH Communications Team via communications@samh.org.uk or call 0141 530 1097.
* Around since 1923, SAMH (Scottish Association for Mental Health) is Scotland’s national mental health charity. Today, in over 60 communities we work with adults and young people providing mental health social care support, services in primary care, schools and further education, among others.
* Visit [www.samh.org.uk](http://www.samh.org.uk/) or follow [@SAMHTweets](https://twitter.com/SAMHtweets), [SAMHmentalhealth](https://www.facebook.com/SAMHmentalhealth/) on Facebook and [samhscotland](http://www.instagram.com/samhscotland/) on Instagram for more information
* If you’re seeking support or information relating to mental health problems, call the SAMH Information Service on 0344 800 0550 or email info@samh.org.uk. The service is open from 9am to 6pm, Monday to Friday, except on Bank Holidays.

**About Inspire:**

* For media enquiries in Northern Ireland please contact Inspire’s Assistant Director: Insight, Engagement and Innovation, Jenna Booth, via j.booth@inspirewellbeing.org or 028 9072 5459
* Inspire is a charity and social enterprise working together with people living with mental ill health, intellectual disability, autism and addictions across Ireland, to ensure they live with dignity and realise their full potential. Our person-centred, whole-society approach means we believe in a culture of compassion, creating a society free from stigma that focuses on people and their abilities.
* Visit [www.inspirewellbeing.org](http://www.inspirewellbeing.org) or follow [@InspireWBGroup](https://twitter.com/InspireWBGroup) on Twitter, @InspireWBGroup on Facebook and Inspire\_Wellbeing on Instagram for more information