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**Schools and nurseries press release template**

Getting a mention of your school or nursery’s fundraising activity in the local press is a great way to drum up support and encourage extra donations.

In our experience, local media are often interested in hearing about inspiring fundraising stories going on in the community and so we have created a template press release to provide guidance on writing a press release to share with your local paper, radio station and TV channel.

The press release below is based on a hypothetical scenario that sees pupils at Comic Relief Primary School in Birmingham take part in a superhero inspired non-uniform day for Red Nose Day. All copy highlighted in red is hypothetical and alternative wording highlighted in green gives examples of copy should the fundraiser happen virtually through home-schooling.

Please remember, engaging with the media is completely up to you! We have created this an extra resource just in case you find it helpful.

**Top tips:**

* **Catch the reader’s eye** – think of a memorable headline and describe your Red Nose Day fundraising activity in the first sentence
* **Stick to the point and keep it punchy** – be concise and avoid going off on a tangent
* **Add a quote** – a quote from a nominated spokesperson can help bring a press release to life, by adding energy, passion and emotion
* **Keep it short and sweet** – maximum two sides of A4 paper
* **Send them a snap** – attach a picture if you have one but make sure it’s not a huge file that clogs their inbox. If you do attach a picture, make sure you have consent in place for everyone who features
* **Decide when to send it** – either release it immediately or place an embargo to give media more time to work on this with you and ask questions
* **Decide on who you want to send it to** – Use Google to find the local media in your area. You can often find the best way to reach an outlet by looking at a ‘contact us’ page on their website

**What to include:**

* Who, what, when, where, why, how?
* An interesting fact or quote
* Relevant logos and imagery
* Contact information

**PASTE YOUR**

**SCHOOL/  
NURSERY**

**LOGO**

**HERE**

**[Insert information about what is available to a journalist at the top of your release – e.g. FILMING OPPORTUNITIES AVAILABLE / IMAGES AVAILABLE / VIDEO AVAILABLE]**

**Is it a bird; is it a plane? Pupils from Comic Relief Primary School channel their inner superhero for Red Nose Day**

**[Start by summarising the story e.g. remember to include who/what/where/when/how]**

**[Insert date]**: On Friday 19th March, pupils from Comic Relief Primary School in Birmingham will dress up [at home/in school] as their favourite superhero for Red Nose Day.

**[Introduce the activity and the connection it has to Red Nose Day]**

From Wonder Woman to Superman, the day of dress up will put the power to change the world in pupil’s hands as they take part in several superhero inspired challenges [virtually] throughout the day to raise money for Red Nose Day.

By channelling their inner superhero, pupils will be able to unleash their superpowers to support people living incredibly tough lives across the UK and around the world. The money raised by Red Nose Day will support people in the UK around the world, and help tackle homelessness, abuse and mental health stigma.

**[Give wider context to the activity – who will be taking part? When will it happen? Insert a quote from spokesperson etc.]**

The superhero dress up will last all day and be led by Miss Smith, Headteacher of Comic Relief Primary School, who will be dressed as her favourite superhero, Spider-Man [all day on Zoom!].

Ahead of Red Nose Day, Miss Smith, said: “It’s so exciting to be involved in this year’s Red Nose Day and it’s a fantastic opportunity for the children and staff to have some fun whilst raising money for such a brilliant cause. I can’t wait to see what costumes and superheroes the children and teachers have up their sleeves. This is the fifth time that the school has fundraised for Red Nose Day and it’s always a fun way of bringing the whole school together to help make a difference and change lives.”

**[Add wider info on Red Nose Day and how people can sponsor your school/pupils here]**

Red Nose Day is back on Friday 19th March and will aim to bring the UK together (although we may be apart) to show just how powerful humour can be through the toughest of times.

It has never felt more important to raise smiles and money for those who are struggling more than ever, as the continued impact of COVID-19 brings unprecedented challenges to many.

Money raised by Red Nose Day will help vulnerable people in the UK and around the world.

To sponsor pupils from Comic Relief Primary School, go to **[justgiving.com/XXXXXXX - insert online giving page link].**

**ENDS**

**[Include contacts details for your school here – i.e. who the media should contact for follow up]**

For more information please contact Comic Relief Primary School on info@comicreliefschool.org.com or 04444 444 4444.

**Notes to editors**

**[Include information about your school or anything additional related to the release]**

**About Comic Relief Primary School**

Include any relevant information about your school here