**TIPS FOR WRITING A GOOD PRESS RELEASE**

A good press release will answer the following five questions:

* **Who?**  
  Who was involved – club/team/individuals?
* **What?**  
  What is the press release about? Keep simple and straightforward
* **Where?**  
  Where is/has it taken place, and what other areas, if any, will it affect?
* **When?**  
  When was the project launched? When did it start?
* **Why?**  
  Why is it being promoted, what impact will it have, and why was it created in the first place?
* **How?**  
  What method was used to engage? (e.g. football tournament, seminar, etc.)

**Headlines**

* Contains the key details appearing in the press release
* Eye catching figures/names/subjects
* Where/what does it refer to?

**First Paragraph**

* Should be a summary of the entire release
* Is what will capture people’s attention pass the headline, so should include relevant, important, and interesting information

**Length**

* Press releases should be around 350 words
* Paragraphs should be short and to the point
* There should be no unnecessary information or jargon language that is hard to understand

**Quotes**

* Press releases should have 2-3 quotes
* These should be by the most senior people involved in the event
* If the story is linked to a grassroots project, it may be relevant to include a quote from the beneficiaries (e.g. a trainee coach from Street League speaking about their experience so far with the project)
* Quotes should always be appropriate before publication
  + If the quote is from on external (e.g. politician), allow 2-3 days for clearance

**Additional Information**

* Put contact details at the end of the press release of the relevant contact(s)
* Photographs should be used where possible
  + If it is a high-profile event, try to use professional photographs for release where possible, with credits
* Check grammar thoroughly
  + Use spell check, proof read closely, and use a second eye if needed