**Some top tips to consider when writing your Get Creative Outdoors press release:**

* **What, when, who, why and where**must be clear by end of second paragraph.
* Make sure the **headline is eye-catching** but not alienating. If there’s a word that people might not be familiar with, remove it. Remove barriers to them reading on.
* **Structure and tone** – keep it short. One, or a maximum of two pages. As you write it, imagine that your local paper will print it just as it is, so imagine you are reading it in the paper.
* Include your **key points as bullet** **points** at the top.
* **Include a good image** in it, near the top and/or **your logo**if you have one.
* **Include a quote** if possible from a member of the group or someone positively affected by the work of the group.
* And the end of the press release, **include your contact details** so media can get back in touch to discuss it further.
* If there is a good **photo opportunity** mention it and suggest they register interest in attending.
* **Paste your press release into the body of the email** so the person you are contacting doesn't have to open attachments.
* When sending out by email, **attach one or two pictures** showcasing your work. Good pictures for press are not too dark, with people facing the camera, preferably horizontal and not too busy with details. Don’t attach pictures that are too large in file size (more than 1MB) or they may be blocked.

The Creative Lives Briefing, ‘[How to write a press release](https://www.creative-lives.org/how-to-write-a-press-release)' also has some useful pointers on contacting the press.

Continue to the next page for a template that will help you create a press release to publicise your Get Creative Outdoors event.

**PRESS RELEASE TEMPLATE**

[Headline]

[details of when the press release can go live, eg. ‘press release for immediate release’ or ‘Embargoed until 5pm on Monday 19 July’.]

Summary information and date of event

* Bullet one
* Bullet two
* Bullet three if you have a third.

[if you have a strong photo pop it here along with the [Get Creative logo](https://getcreativeuk.com/toolkit/)]

[Make sure you cover what, when and where.]

[Now who and why.]

[Some colourful information about the event and what people can expect to experience on the day.]

[The tie in with Get Creative Festival. Something like this…]

**Get Creative Outdoors** shines a light on all the great cultural activity that takes place right across the UK on a regular basis and encourages people to try their hand at something new and creative. This huge national celebration of creativity aims to give everyone the chance to get actively involved in a creative event in their local area. As part of the festival, community groups and organisations across the UK are invited to host creative events and welcome new people to join activities from 5 July - mid-September 2021. It is a great way for people to find out how to get creative on their doorstep and try something different with hundreds of hands-on events on offer.

[Quote from organiser i.e.

Kate Mitchell, co-organiser of Knitting Rocks said: “xxx”]

[Quote from beneficiary or participant i.e.

Callum Richards, Knitting Rocks participant said: “xxx”]

/ENDS

**Notes to editors:**

For more information on your group/event, photos or to inquire about photo opportunities please contact xxxx on email@address.com, mobile number 07xxxxxx

[Any further info on your group you think would be useful. Standard paragraph about how long they’ve been going, scope of the work, and their most recent events/projects.]

[Then some Get Creative Outdoors info – as below…

Get Creative Outdoors

Get Creative Outdoorsis a campaign and festival that invites people to try their hand at something creative in the open air. Get Creative is supported by the BBC and a dynamic group of cultural and environmental organisations from across the UK.

Find creative inspiration outside in our growing list of events and activities at <https://getcreativeuk.com/>

July – September 2021

[www.getcreativeuk.com](http://www.getcreativeuk.com/)

Twitter: [@GetCreativeUK](https://twitter.com/GetCreativeUK)

Facebook: [getcreativeuk](https://www.facebook.com/getcreativeuk/)

Instagram: [@getcreativeuk](https://www.instagram.com/getcreativeuk)

***#GetCreativeOutdoors***

Get Creative

Get Creative is a campaign that celebrates and supports the everyday creativity happening in homes and public spaces across the UK. Get Creative aims to inspire people to try something new at home or at a Get Creative event and to encourage people to share their own examples of everyday creativity. It also aims to raise and increase the profile of grassroots practice within communities.

The Get Creative Steering Group work together to coordinate the campaign and is made up of representatives from: Arts Council England, Arts Council Northern Ireland, Arts Council of Wales, the BBC, Crafts Council, Creative People and Places, Creative Lives, Creative Scotland, Local Government Association, Libraries Connected, Scottish Libraries & Information Council and What Next?

Logo, company name

Description automatically generated