



# Make it Yours

## Press release template

- **Date:** Always date the release so there can be no confusion
- **SNAPPY HEADLINE TO CATCH THE ATTENTION**
- The country is coming to town this when the Cairngorms Farmers Market takes over the Square in Grantown for the entire weekend. The opening paragraph has to say everything – the what, why, who, where, when.
- A huge variety of goods will be on sale including organic beef and lamb, soft fruits, vegetables, cheeses and even arts and craft products. You can expand on the opening paragraph in the next paragraph, giving a bit more information, like what products will be on sale.
- The Cairngorms Farmers Market has been operating for just over a year and the events have been extremely popular....etc, etc. Some background info next is good, for example, how long the organisation has been on the go, main funding bodies, etc – but keep it short.
- Quote from organiser: “We have more producers than ever ... Quotes are always a good way of helping to lift something off the page but it shouldn’t be more than a couple of snappy sentences.
- Quote from someone taking part: “I’ll be selling organic lamb in the Square this weekend It’s my first Cairngorms Farmers Market ... A quote from someone taking part is also nice but not essential. Also, be very wary of your press release becoming ‘quote heavy’ - two or three quotes at the most.
- The Farmers Market takes place on Saturday 2 and Sunday 3 December from 10-4pm. For details on future events, visit the Cairngorms Farmers Market website ... End the press release by confirming dates/times and give the public a contact where they can find more info eg a website/phone number. This is information that you want printed in the paper, so don’t give out a number you don’t want people to use.
- **ENDS:** Always include this so that editors know that what comes before is for printing – anything else (below) is background or contact information for the media.
- **NOTE TO NEWSDESKS:** This is where you would put additional information that is not necessary for the press release but that journalists might find useful, eg if you have a photo available or someone who is happy to be interviewed, put this information in here.
- **FOR MORE INFORMATION:** Who should the PRESS contact (as opposed to the general public) for more information on the market or the organisation?