

Press release example – numbers in brackets refer to “Getting Started” > “Writing a press release” on [www.usethemedia.co.uk](http://www.usethemedia.co.uk)



## Elim Pentecostal Church

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(3) Write a nice straightforward headline – don't worry about being clever, just summarise the story in less than ten words. Above the headline write 'PRESS RELEASE' or PHOTOCALL and put today's date.

### PHOTOCALL: Event on October 22nd

Plenty of local place names to grab the attention of a local journalist.

## Yeovil vicar in 'Heaven v Hell' boxing battle

(2) Write two (short) paragraphs. Give a good summary of the event but leave out excessive detail. Include a local place name or two.

A pastor from Yeovil is preparing to climb into the boxing ring to fight a local tattooist, in what's being called the "Heaven v Hell Smackdown".

Pick the 'angle' that you think will make the story most attractive to a journalist (while fulfilling your aims).

Reverend Howard Davenport from Elim Pentecostal Church on Southville has challenged the owner of Devil's Den Tattoo Parlour on Lower Middle Street to a three round 'bouncy boxing' face-off, all in the name of charity.

(4) Expand on your first two paragraphs. Write it in a way that it could be copied and pasted into a newspaper – i.e. in the third person.

The tattooist, who is called Sumo, and Howard "The Rev" Davenport will wear inflatable gloves and climb into the bouncy ring for the fight at the Orange Box on Tabernacle Lane in Yeovil at 8pm on October 22nd.

Essential details (date, time, location) don't have to go at the very start – but get them in quite early.

They're raising money for two charities: Macmillan Cancer Support and Teen Challenge - a Christian group that works with former drug addicts and alcoholics.

The pre-fight entertainment will be provided by a Christian pop/rock band called "Dweeb". They're best known for appearing on the BBC TV series 'Singing with the Enemy' when they were challenged to write a song with a punk band.

(5) Write an enthusiastic and positive quote. This is your chance to show off why your business or charity is a positive organisation. Start with 'John Smith says: "...'

The evening will also see a former addict from Teen Challenge sharing his story about how the charity has helped him get his life back on track.

The language needs to be non-technical, concise and targeted at a non-church goer.

Howard Davenport says: "I think it's about time heaven and hell met face to face on a bouncy castle. Sumo's really in trouble, he might be bigger and stronger and meaner and quicker, but I am gonna float like an angel, sting like the four horsemen of the apocalypse...and all for a good cause too. And besides, I can't wait to give sumo a big hug from Jesus - I think he needs cheering up!"

Think carefully about your objective from a quote – are you trying to advertise an event or show off your business generally?

(6) Put contact details at the bottom and try to be available if at all possible. Call reporters back quickly or you may miss the boat. Further story detail can go at the bottom under the title 'Notes to Editors', though it's unlikely to be read.

Tickets for the evening are £5, and are available from Devil's Den in Lower Middle Street and at Elim Pentecostal Church, Southville. All profits are going to the two charities. More information is available from Elim Pentecostal Church on 01935 429214

### NOTES TO EDITORS

Howard is available for pre/post fight interviews. Photographers/journalists are very welcome to attend – please call Elim in advance for a free ticket (01935 429214).

Fit it all onto one A4 page – too much information is off-putting