

## Press Release

### <Date>

<Article Title> eg, "Village Hall Receives Funding Boost" or "Church Saved by Landfill Grant"

<Intro> A summary of the article in a single sentence, eg "Residents of Liskeard are celebrating following confirmation of a grant from Viridor Credits Environmental Company towards the Village Hall Refurbishment Project" or "Wareham's historic church has recently undergone essential repairs thanks to a grant through the Landfill Communities Fund"

<Main text> Provide more detail about the project and the award, eg, what was the grant for exactly and how will this make a difference to the facility/community or environment?

<Quotes> Include a quote here from the project manager or applicant. Viridor Credits will also offer a quote once the draft press release has been received by the PR officer. Eg. Dave Jones of the Village Hall Committee said "[quote]."

<Notes to editors> Please see the Notes for Editors in the PR section of the website for the appropriate notes to editors. This should be appended to the article, inviting the editor to approach either your organisation or Viridor Credits for more information.

<Photo> A good photo can really make your press release stand out. It should be of decent resolution (2MB) and will be more newsworthy if it contains named people.

### Press Release Tips

- *Newsworthy and Timely*  
Ensure you have a story to tell, or a milestone to talk about. Turf cutting, project completion or an opening/unveiling ceremony.
- *Write for the publication*  
Ensure you use a writing style that suits the publication you are hoping to be printed in.
- *Key messages*  
Ensure that you include the most important points that you are trying to make. The project aims, your funders and the benefits of the project are common messages.
- *Headline and First Sentence*  
The headline and first sentence should contain a summary of the whole article and should be written so that, if published alone, would still convey the message of your press article.