



A guide to drafting a press release for your fundraiser

Press release tips

- i. **Heading:** Font size 16, bold. Heading should be no more than one – two lines, never have one word on a line on its own, adapt heading
Include LauraLynn logo in the center at the top of the page
- ii. **Sub-heading:** Font size 12. Max one line in length
- iii. **Body:** Start first paragraph with date in bold.
When writing a press release, write this as if telling the story to someone who knows nothing about this. Keep as concise as possible and remember to include all the fact; what, where, when, who, why
- iv. **Contact:** Include contact information should media want to get in touch
- v. **Editors notes:** An appendix of sorts which is included at the end of the press release. This can include further information on LauraLynn and our beginnings – included in example below

Sample Press Release – Writing a press release for your local fundraiser

Donegal national school holds fundraiser for LauraLynn Children's Hospice

Local National School to walk 5km to raise funds for Ireland's only Children's Hospice

Wednesday 26th February, 2020. St Anne's National School will help raise vital funds for Ireland's only Children's Hospice. The students at St Anne's National School will embark on a 5km walk this Friday, 28th.

Speaking about the fundraiser, Catherine Healy, Principal of St Anne's said "We wanted to do something that tied in children helping children and decided that LauraLynn would be the perfect charity to fundraise for. The students are very excited about our challenge and we have had great support from our parents and from the local community".

Since opening in September 2011, LauraLynn Ireland Children's Hospice has provided specialised hospice care to 481 children with life-limiting conditions and their families. LauraLynn provides holistic care to each child which enables them to make the most of every day. This care also extends to the family of each child who are often dealing with difficult emotional, physical and financial pressures.

ENDS

For further media information, please contact:

You should include details here of a spokesperson who can answer any questions that the media may have about your event

You can also include a LauraLynn contact email in case your recipient wants more information about LauraLynn: Details below:

Email: media@lauralynn.ie

For further information please visit lauralynn.ie