

## Press Release Example

### Notes

- 1 The most important parts of the Press Release are the headline and the opening paragraph – it is here you need to capture the reader's attention.
- 2 Press releases must be newsworthy . If nothing newsworthy is happening, do something newsworthy and publicise it. The following are examples of topics for a newsworthy item:
  - The launch of a new product or service with innovative features
  - A major development for the company or a company milestone
  - A particular achievement from a member of staff.The following are examples of newsworthy events which you can 'manufacture' simply to get publicity (don't worry, businesses do this all the time):
  - Run a competition with a novel prize
  - Undertake a piece of research in your specialist area and publish the (hopefully) interesting results
  - Organise, sponsor or participate in a newsworthy public event
- 3 Avoid the use of subjective terms stating how “great” or “unique” you are – this doesn't cut much ice with cynical editors.
- 4 Make your point quickly, clearly and concisely.
- 5 Tailor the style and content of the Press Release to that of the newspaper or magazine you hope will run the story. If possible, identify the appropriate section within the publication where your story could feature.
- 6 When distributing the Press Release, it is important to find out the names of the current editors/features editors and write to them personally.
- 7 Always write “Press Release” or “For Immediate Release” on the top to let them know what it is.
- 8 Always include your contact details and be available to respond to press enquiries.
- 9 Always date your press releases.
- 10 Always 1.5x or double space the press release text, allowing the editor to make notes on the printed copy.
- 11 Remember, editors are busy people (like the rest of us) so the more work you do for them the better. Sending photos or product examples can sometimes persuade them to run your piece.

Below are two examples of Press Releases.

## **EXAMPLE ONE**

PRESS RELEASE for March 2001 issue

Win Lunch in Paris

Nursing Placements Ltd., the London-based international nursing recruitment agency, is offering all nurses who apply online in March the chance to win a day trip to Paris, with a Champagne lunch

Leaving from London's Waterloo station at 8.30am, the winners will travel on the 180mph Eurostar, arriving in Paris at 12.30pm. A classic French lunch, accompanied by Champagne, will follow at the Hôtel du Marché in the bustling St-Germain area of the city. In the afternoon, there will be a chance to do some shopping on the Champs Elysées.

To enter the competition, qualified nurses from anywhere in the world who are interested in full- or part-time placements in the UK should apply online at [www.nursingplacements.com/applicationparis](http://www.nursingplacements.com/applicationparis).

Nursing Placements Ltd. has more than five years' experience in successfully placing nursing professionals from all around the globe into the UK health sector.

ENDS

For further information contact Craig Lyons at Nursing Placements Ltd. on Tel: +44 20 7935 8888 or [craig@nursingplacements.com](mailto:craig@nursingplacements.com).

## EXAMPLE TWO

PRESS RELEASE for March 2001 issue

# Information websites for small businesses: Are they any use?

A recent research report concludes that information websites aimed at the SME (small to medium size business) sector are failing to deliver genuine help to their target users.

The report, by **Investors**, a London-based partnership specialising in fund raising for entrepreneurs, reviewed 28 information sites aiming to provide online help for SMEs. These included the Government-funded Small Business Service site [www.businessadviceonline.org](http://www.businessadviceonline.org) and the Freeserve/Barclays offering [www.clearlybusiness.com](http://www.clearlybusiness.com).

Oliver Woolley, the **Investors** partner responsible for the report, highlights three key problems with SME information sites:

"Most of the sites lack a real appreciation of small business needs. Surveys reveal that low turnover is the number one problem identified by small business owners, yet only [www.clearlybusiness.com](http://www.clearlybusiness.com) and, to a lesser extent, [www.startups.co.uk](http://www.startups.co.uk) appear to make any attempt to address this with articles on marketing and promotional techniques.

"Secondly, the major benefit of the internet as an information channel is interactivity, yet few sites offer users downloadable forms, financial tools and example documents to use and adapt to their own needs. When they do, they can be spurious and expensive. [www.bizwise.co.uk](http://www.bizwise.co.uk) has some very useful downloadable forms, but do you really want to pay £4 to download a specimen letter entitled 'Ending Employment Because Employee Lied'.

"Lastly, there is too much of a bias towards legal and regulatory advice and not enough genuine *business* advice. There is already a mountain of legal and regulatory information on the internet and the Open Government initiative is simplifying online access to the huge information resources of the various Government departments. Small businesses should be wary about paying for this type of advice on commercial websites. The information you are looking for may be free elsewhere."

As with many sectors of the internet economy, the first wave of business information sites may have failed to live up to expectations, but Oliver is sure that this is a short term phenomenon. "While the internet can never replace the specific advice of face to face consultancy, many of the problems facing small businesses are generic. The internet is a perfect medium to address these. All that is required from information sites is a better understanding of small business needs and a more creative use of the medium to address them. It's only a matter of time, before someone gets it right."

ENDS

For further information, contact Oliver Woolley at [oliver@investors.co.uk](mailto:oliver@investors.co.uk).

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The information is taken from an independent research report: 'The Effectiveness of Information and Advice Websites for Small Businesses. February 2001'.

Oliver Woolley is a director at **Investors**, which specialises in funding for entrepreneurs.

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