



Press release template guide

This template aims to help you write a press release to increase publicity of your incredible Cycling Down Dementia fundraising. If you want to shout loud and proud about your efforts, local media can be a great way to do that!

The template is a guide, so do feel free to adapt it as needed and add any more information you feel is relevant to your story.

If you are including details or images of a relative with dementia it is important to ensure other members of your family and the person with dementia (if they are able to give consent) are happy with this. Only include details you would be happy seeing in a newspaper or online.

Step-by-step guide:

1. Fill in the red blanks in the press release template, remove the brackets and change the text to black. Your quotes should explain your reasons for taking on Cycling Down Dementia and also mention how the challenge is going (i.e. challenging but fun, tough but worth it for the person you're cycling for).
If you have any quirky or fun facts, or stories about your motivation that tie in to the local area, remember to mention them as they're more likely to make your story stand out. For example, if your loved one worked at a local shop for 50 years or your workmates are helping you train.
2. Add your contact details at the end of the press release, so you can be contacted if a journalist needs more information.
3. Double check the press release makes sense and all the details are correct. Don't forget to add the date at the top of the release.
4. Select or take one to three images to send with your press release. Photos need to be in as large a file size as possible. It is best to send the original picture files, as pictures saved from social media are likely to be too low in quality.

Suggested photos

- A picture of you with your bike, wearing your Cycling Down Dementia jersey or Alzheimer's Research UK t-shirt if you have one.
 - A picture of you and the relative you are cycling for (if applicable). Alternatively a picture of your relative on their own.
5. Send your press release by email to your local newspaper, radio station etc, remembering to attach your images and use your headline as the subject line.

You should send your email to a 'newsdesk' or generic team email to ensure it is picked up. This email address can usually be found in the 'contact us' section of the website, normally found at the bottom of the homepage or in the menu bar. If you have your own media contacts you can use those instead. For the best results send emails to news outlets separately.

Note: Once you have sent your press release you may receive an email saying it couldn't be delivered due to the size of images you have sent through (if they are particularly big files – usually over 5Mb in total) you may need to send the press release again without the images but mention you can share them separately if the newspaper wants them.