

Be your own publicist

Press release template to publicise the success of your fundraising event

Thank you for helping to transform the lives of people with Parkinson's. We really appreciate your support.

Before you start writing your press release to celebrate your fundraising success, don't forget to check out our [five steps to achieving local media coverage](#).

A press release is written information that you can email to your local media to get them interested in covering your story. Our press release template below will help you get this information together.

Simply copy and paste the press release template below into an email, filling in the key details [where indicated].

Also included at the end of this document is advice on taking a photo to illustrate your finished press release. This will drastically increase the chances of your local paper covering your story.

PRESS RELEASE

[Enter your town / city] resident raises [£enter amount] for Parkinson's UK

[Enter the date you email your release to your local media here].

A [enter your town or city] resident has raised [£enter amount] for charity Parkinson's UK by holding a [enter details of event eg quiz].

[Enter your first name and surname], [age], organised the fundraiser at the [enter location of event] on [enter date].

[Enter further details about what happened at your event – eg: 20 teams took part, with the winners scooping a £200 voucher donated by the local store].

Parkinson's is a complex brain condition that gets worse over time. It's the fastest growing neurological condition in the world, affecting 153,000 people in the UK. It has more than 40 symptoms, from tremor and pain to anxiety, and there is currently no cure.

Parkinson's UK is the charity that's here to support every Parkinson's journey, every step of the way. For information and support, visit parkinsons.org.uk or call the charity's free, confidential helpline on 0808 800 0303.

[Enter your first name] decided to fundraise for Parkinson's UK because [enter reason eg their best friend was recently diagnosed with Parkinson's / they decided they wanted to raise money to help the charity develop better treatments and a cure for the condition].

[Enter your name] said:

"This is a space for a quote from you about why you chose to fundraise for Parkinson's UK and to talk about how the event went.

"For example – My best friend John was diagnosed with Parkinson's recently and I saw how tough it has been. He got a lot of help from the charity and I wanted to do something to help people with Parkinson's, so I organised the quiz. We had a great evening and I'm really proud that we managed to raise £600."

Kirsty Berrigan and Rebecca Landolt, Heads of Community Fundraising at Parkinson's UK, said:

"We are so grateful to [enter your name] for taking on this incredible challenge for Parkinson's UK.

"With more than 40 potential symptoms, Parkinson's can devastate lives. We've made huge breakthroughs in the last 50 years, but there is still no cure and current treatments are not good enough.

"We hope that [enter your name] fundraising challenge inspires you to get involved with Parkinson's UK. There are lots of ways for you to get involved and support us – from volunteering at an event, to campaigning for better services. Without the generosity of people like you, our work would not be possible."

To find out how to fundraise for Parkinson's UK visit parkinsons.org.uk/fundraising

ENDS

Media enquiries:

For more information please contact: [enter your name] on [enter your mobile number] and email [enter your email address].

About Parkinson's and Parkinson's UK

Parkinson's is a complex brain condition that gets worse over time. It's the fastest growing neurological condition in the world, affecting 153,000 people in the UK. It has more than 40 symptoms, from tremor and pain to anxiety, and there is currently no cure.

Parkinson's UK is the charity that's here to support every Parkinson's journey, every step of the way. Wherever you're from, whatever you need.

From searching for a cure and campaigning for better health and care, to funding research into groundbreaking new treatments and running life-changing support services. It's all driven by one mission: improving life with Parkinson's.

[See more facts and statistics on the Parkinson's UK website.](#)

For information and support, you can visit parkinsons.org.uk or call the free, confidential helpline on 0808 800 0303.

Photos to illustrate your story

Sending your press release to your local paper alongside a good quality digital photo drastically increases your chances of them covering your story. So don't be camera shy – say cheese and get snapping!

These days most smartphones will be capable of taking a high-resolution photo that a newspaper can print, but if you don't have a smartphone, a photo taken on a digital camera is a great alternative.

Our top tips for taking the perfect photo:

- Wear your Parkinson's UK T-shirt, looking directly at the camera.
- Take your photo outside as the light will be better.
- Take a landscape photo rather than a portrait photo.
- If you take your photo indoors, make sure that you are against a plain background and use a flash.
- If you're fundraising because a loved one has Parkinson's, you could also send the local newspaper a photo of that person too – but check with them first that this is OK!
- When you email over your press release, attach your photo or photos to the same email and let the journalist know the full names of who is in each photo.