



Sport Relief press release template

Getting a mention of your fundraising activity in the local media is a great way to drum up support and encourage extra donations.

Use the template below to write your press release, then send it to your local paper, radio station and TV channel. Local TV channels love to send crews to film fun, interesting or quirky fundraising ideas.

The press release below is based on the hypothetical scenario that staff at Example Ltd are doing a sponsored team cycle challenge covering 874 miles from Land's End to John O'Groats for Sport Relief.

Top tips:

- **Catch the reader's eye** – think of a memorable headline and describe your Sport Relief fundraising activity in the first sentence
- **Stick to the point and keep it punchy** – be concise and avoid going off on a tangent
- **Keep it short and sweet** – a maximum two sides of A4 paper
- **Send them a snap** – attach a picture if you have one, but make sure it's not a huge file that clogs their inbox. If you do attach a picture, make sure you have consent in place for everyone who features
- **Decide when to send it** – either release it immediately, or place an embargo (the date and time that press are allowed to share your press release from) at the top of the press release

What to include

- Who
- What
- When
- Where
- Why
- How
- An interesting fact or quote
- Relevant logos and imagery
- Contact information



PASTE YOUR
ORGANISATION
LOGO
HERE IF
APPROPRIATE

[Insert information about what is available to a journalist at the top of your release – e.g. **FILMING OPPORTUNITIES AVAILABLE / IMAGES AVAILABLE / VIDEO AVAILABLE**]

On your marks, get set...go! Staff at **Example Ltd** to take on mega cycle challenge for Sport Relief

Start by summarising the story, e.g. remember to include who/what/where/when/how

[Insert date]: On **Monday 9th March**, staff from **Example Ltd** will join thousands of fundraisers across the nation in kick-starting their challenge for Sport Relief.

Introduce the challenge and the connection it has to Sport Relief

Inspired by the gruelling challenges undertaken for Sport Relief by celebrities such as Davina McCall, Eddie Izzard and Jo Brand, staff will be sponsored to collectively cover over 175 miles each day during the week of Sport Relief. If they complete the challenge, they'll have covered 875 miles, the equivalent distance from Land's End to John O'Groats.

Using the amazing power of sport, the challenge will help people get active whilst raising life-changing amounts of money for Sport Relief. The money raised will help to take on some of the biggest issues right here in the UK and around the world, from tackling homelessness to championing mental health.

Give wider context to the challenge – who will be taking part? When will it happen? Insert a quote from spokesperson etc.

The cycling challenge will kick-off each morning at 8.30am in the company's offices and will be led by Miss Smith, CEO at Example Ltd, who will be completing the challenge in a different retro sports kit each day.

Ahead of the challenge, Miss Smith said: "It's so exciting to be involved in this year's Sport Relief campaign and a fantastic opportunity for all of our staff to get active and raise money for such a brilliant cause. This is the fifth time that we've fundraised for Sport Relief and it's always a fun way of bringing everyone together to help make a difference and change lives."

Add wider info on Sport Relief and how people can sponsor your school/pupils here

This year, Sport Relief is encouraging the nation to get their kit on to tackle issues such as child poverty, homelessness, domestic abuse and mental health stigma.

Last Sport Relief, schools and nurseries helped raise £4 million; and once again they are being encouraged to go all out to help smash that total this year. To sponsor pupils from Example Ltd, go to [justgiving.com/XXXXXXX](https://www.justgiving.com/XXXXXXX) [insert online giving page link].

Sport Relief week will culminate in an unmissable night of live TV from Salford on Friday 13th March on BBC One.

FOR IMMEDIATE RELEASE **OR** EMBARGOED (*DELETE AS APPROPRIATE*)

- ENDS -

Include contacts details for your school here – i.e. who the media should contact for follow up
For more information please contact **Example Ltd** on info@example ltd.com or **04444 444 4444**.

Notes to editors:

About **Example Ltd**

[Include any relevant information about you or your organisation here]