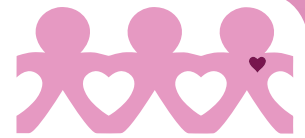


# Share what you're up to in Children's Heart Week



*children's heart*  
FEDERATION

If you've got something exciting planned for Children's Heart Week (or any other time of the year) and you want other people to get involved, why not be bold and send a press release to your local paper / radio station / TV (if event is going to be visually exciting).

## Tips for press releases

### Here are some tips for writing and using press releases:

1. If possible, email the release. Put the headline as the subject line of the email; put the main text in the body of the email. Avoid putting text in attachments. Copy the email to [info@chfed.org.uk](mailto:info@chfed.org.uk)
2. When announcing an event like a teddy bear's picnic, mark the text 'For immediate release'. This applies unless the story has very time-sensitive information. If it is important that you 'keep your powder dry', mark the release as 'Embargoed' until the date when the information can appear in the news.
3. Get the main message in the first paragraph, with details about Who, What, When, Where and Why and a 'name check' for CHF/your organisation.
4. Time it right: try to communicate at least a week in advance for any event you're planning. If that hasn't been possible, send out news about what happened, with photos, immediately after the event. Best of all, communicate before and after the event.
5. Keep the release brief (one side or less).
6. Write short sentences in everyday language.
7. Tell the story in the third person. Use 'he', 'she' and 'they' rather than 'I', 'we' and 'us'
8. Pack info in your quotations: use a quotation from a key person and put the most important message in the quote (including what is important for heart children/the local community).
9. Include clear contact details for the media at the bottom. Make sure key people will be available for the media to interview, if they want to run with the story.
10. Follow up the email by calling the newsdesk to check if it arrived ok and if they need any more information.