



Press release template

Headline: This should be catchy and include the name of your town to catch the attention of the journalist.

First paragraph: Summarise the key facts of your story (who, what, where, when and why) in about 50 words. When referring to how you are supporting The Haven please always refer to it as 'in aid of The Haven'.

Second paragraph: Use the second paragraph to explain more about why you are holding the event and the details around the event.

Third paragraph: It is a good idea to use a quote from yourself or from someone else who is helping to organise the event. This could be used in your third paragraph.

Fourth/last paragraph: Your final paragraph should provide more information on how people can get involved, get more information, sponsor you etc.

ENDS: Add the word 'ENDS' to the end of your release to indicate that the release has finished.

Contact details: Add your contact details so that the journalist can get in touch with you if they need more information.

About The Haven: This section is good to include to provide the journalist with more information on The Haven. We use the standard points below in our press releases:

- The Haven provides support to people affected by a range of life limiting illnesses and to their family members and carers
- The Haven offers a programme of support designed to help individuals cope with the physical, emotional and practical aspects of their illness
- Support is provided for people at all stages of their illness from the point of diagnosis onwards and is specifically tailored to meet the needs of the individual
- Support is offered to people of all ages and to all the family members and carers
- The Haven programme is provided by a multidisciplinary team of nurses, therapists and volunteers who work closely together to ensure the highest standard of care
- The Haven operates a drop in centre with no need for medical referral and all services are provided free of charge
- The Haven is a place of emotional and spiritual calm: a healing sanctuary for the body, mind and soul
- The Haven aims to support the quality of life of its clients, supporting them to live life positively and with hope