

How to write a press release

A press release is a story that tells journalists about something important, such as an event, achievement, or announcement.

Writing a press release might sound difficult, but it's simply a way to share news with newspapers or websites. Just follow these easy steps:

1. Gather your information

Before you start writing, note down these key details:

- **Who** is involved (the person, group, or organisation).
- **What** happened/is happening (the event or announcement).
- **When** it happened/will happen (date and time).
- **Where** it happened/will happen (location).
- **Why** it's important (why people should care).
- **How** it happened (any additional details).

2. Start with a clear headline

Your headline should grab people's attention and explain the main news.

Example: "Freemasons donate art therapy books to RMBCare Co. residents for Dementia Action Week"

3. Write an introduction (First paragraph)

The first paragraph should quickly explain the main point:

- What's the news?
 - Who's involved?
 - Why is it exciting or important?
- Keep it short, around 1–2 sentences.

4. Add more details (Body paragraphs)

In the next few paragraphs, give more information.

- Include quotes from the people involved.
- Add interesting facts or background details.
- Explain why it matters to your community.

5. Include at least one quote

Adding quotes makes the story more personal.

Example: *"We've seen first-hand the positive impact art therapy can have on our residents' health and wellbeing," said staff member Sophie.*

6. End with a conclusion

Wrap up the press release by summarising the key point or inviting readers to take action. Example: *"The local community is invited to join the celebration at care home on Saturday from 1 pm to 6 pm."*

7. Add strong images to illustrate your story

Include one or two relevant photos to show what happened and who the protagonists are. People smiling and looking at the camera is the best way to go. And don't forget to add some captions! Follow our guide on how to take good photos and you'll be on the right track.

8. Add contact information

Include your name, phone number, email address and information about your organisation so journalists can contact you should they need more details. Example:

Contact: *John Smith*

Phone: *01234 567890*

Email: [*john.smith@email.com*](mailto:john.smith@email.com)

About Bright Horizons Trust

Bright Horizons Trust is a UK-based charity dedicated to supporting communities through educational programmes and social initiatives.

9. Keep it short and simple

In most cases, a press release should be no longer than one page. Use simple words and short sentences to keep it clear, and do not add too many details.

10. Send it to the right people

Find local newspapers, websites, trade magazines or community newsletters. Email your press release to their editors or journalists who cover local news. Check out their *Contact Us* or *About Us* section to find their email addresses or telephone numbers. **If you mention RMBI Care Co. or any of our care homes, please ensure you share the story with us before disseminating, as we need to make sure the story complies with our brand guidelines.**

That's it! Now you've written a press release. Follow these steps, and you'll be ready to share your news. And remember: newspapers are independent companies and will only feature your story if they think it's interesting and suitable for their readership. If journalists don't pick up your story, don't despair and keep trying. Good luck!

Please see a real press release example below

Press release

9 May 2024

Freemasons donate art therapy books to RMBI Care Co. residents for Dementia Action Week



Image 1: Residents Joan and Mary take time out with a colour therapy book at RMBI Care Co. Home Prince George Duke of Kent Court, in Chislehurst, Kent.

Image 2: Resident Rosina enjoys colouring in at Prince Edward Duke of Kent Court, in Braintree, Essex.

According to Alzheimer's Research UK, an estimated 944,000 people are living with dementia in the UK and this is expected to increase to over 1 million by 2030. Dementia was the leading cause of death in 2022, accounting for over 11% of deaths. However, research suggests up to 40% of dementia cases can be prevented.*

To mark Dementia Action Week 2024 between 13-19 May, RMBI Care Co. has teamed up with the United Grand Lodge of England (UGLE) and the Masonic



Charitable Foundation (MCF), to provide art therapy books to residents in its 17 care homes for older people.

“We want to raise awareness and provide practical support for people living with dementia,” says David Barton, an Essex Freemason who is behind the art therapy initiative. David set up ‘Get Started Art,’ a community interest company (CIC) in 2023, to provide free arts and crafts materials to groups supporting disadvantaged children and vulnerable adults, primarily within the Essex area.

“Art therapy is an evidence-based therapeutic approach that involves creative pursuits. Some noticeable benefits have been stimulating memory, boosting mood and communication skills. We hope our books will engage residents and help ease any symptoms of anxiety or stress,” adds David.

With the additional support from UGLE and the MCF, over 20,000 art therapy books are being donated to care homes, hospitals and dementia charities across the UK, including RMBI Care Co. Homes.

Receiving their books, Sophie George, Activities Coordinator at Prince Edward Duke of Kent Court, in Braintree, Essex, said: “We’ve seen first-hand the positive impact art therapy can have on our residents’ health and wellbeing. Creative activities can help to calm the mind, allowing a person to focus on the present and participate fully in the task at hand.”

* Source: **Dementia statistics** - <https://dementiastatistics.org/about-dementia/>

ENDS

For further information, please contact:

Maricel Foronda

Marketing Team

mforonda@rmbi.org.uk / 020 7596 2400



About RMBI Care Co.

RMBI Care Co. provides residential care, nursing care and residential dementia support to older Freemasons, their families and people in the wider community. We have been caring for older people for over 180 years and today, we support over 1,000 residents across 17 care homes in England and Wales with a focus on wellbeing and quality outcomes.

We treat each person as an individual. We believe that everyone should be able to enjoy later life and we are here to help our residents stay as independent as possible. Above all, we live by our values – kind, supportive and trusted.

RMBI Care Co. is part of the Masonic Charitable Foundation – Funded entirely by Freemasons, MCF builds better lives by encouraging opportunity, promoting independence and improving wellbeing. For more information, please visit: www.mcf.org.uk