



## Virtual events press release template guide

*This template aims to help you write a press release to increase publicity of your fundraising for The Treble Challenge, Running Down Dementia, Cycling Down Dementia or Swimming Down Dementia. If you want to shout loud and proud about your efforts, local media can be a great way to do that!*

*The template is a guide, so do feel free to adapt it as needed and add any more information you feel is relevant to your story.*

*If you are including details or images of a relative with dementia it is important to ensure other members of your family and the person with dementia (if they are able to give consent) are happy with this. Only include details you would be happy seeing in a newspaper or online.*

### Step-by-step guide:

1. Fill in the red blanks in the press release template, remove the brackets and change the text to black. Your quotes should explain your reasons for taking on your challenge and also mention how it is going (i.e. challenging but fun, tough but worth it for the person you're doing it for).

If you have any quirky or fun facts, or stories about your motivation that tie into the local area, remember to mention them as they're more likely to make your story stand out.

2. Add your contact details at the end of the press release, so you can be contacted if a journalist needs more information.
3. Double check the press release makes sense and all the details are correct. Don't forget to add the date at the top of the release.
4. Select or take one to three images to send with your press release. Photos need to be in as large a file size as possible (ideally at least 1MB). It is best to send the original picture files, as pictures saved from social media are likely to be too low in quality.

### Suggested photos

- Running Down Dementia – A picture of you running, wearing your Running Down Dementia t-shirt if you have one.
  - Cycling Down Dementia – A picture of you with your bike, wearing your Cycling Down Dementia jersey if you have one.
  - Swimming Down Dementia – A picture of you in the water – if you swim at a public pool make sure you ask permission from the pool manager beforehand and ensure other swimmers are not in the photo and aware that a photo is being taken. Alternatively, a picture of you outside the swimming pool building, by the lake or on the seafront where you swim. If you have an ARUK T-shirt, wear it for the photo.
  - The Treble Challenge – Any or all of the pictures above.
5. Send your press release by email to your local newspaper, radio station etc, remembering to attach your images and use your headline as the subject line.

You should send your email to a 'newsdesk' or generic team email to ensure it is picked up. This email address can usually be found in the 'contact us' section of the website, normally found at the bottom of the homepage or in the menu bar. If you have your own media contacts you can use those instead. For the best results send emails to news outlets separately.

*Note: Once you have sent your press release you may receive an email saying it couldn't be delivered due to the size of images you have sent through (if they are particularly big files – usually over 5Mb in total) you may need to send the press release again without the images but mention you can share them separately if the newspaper wants them.*

## **Tips for interviews**

If you're successful, you may find a newspaper journalist or radio presenter asks to interview you – this means you get the chance to put across what you're doing and why. They will mainly be interested in hearing your story in your own words, but there are a few tips to help you when taking part in an interview:

- Try to mention **Alzheimer's Research UK** and the **name of the challenge** (for example, Running Down Dementia) in full – and assume that the journalist and their audience won't know anything about the charity.
- You could mention that there are 850,000 people in the UK living with dementia today, and that number is forecast to rise as the population ages.
- Think about ways to paint a picture, such as by giving a real sense of how tough your challenge is. If applicable, also talk about how your family has been affected by dementia. These details often stay in people's minds longer than facts and figures.
- Above all, relax! The journalist is simply interested in finding out what you're doing and why, so explain it to them as you would to a friend. If there are details you'd rather not share or questions you don't want to answer you can say you would prefer not to answer that or omit from giving specific details.