



Press Release



Barnardos

Because childhood lasts a lifetime

When sending details of your fundraising event to local papers or radio stations, it is best to send this as a press release. Keep it short, sweet, scannable and no more than one page in length. Include all the important details like the date, venue, ticket price or registration details and any other attention grabbing information to help your fundraising event stand out.

Remember “The 5 W’s”: Who, What, Where, When & Why.

SAMPLE PRESS RELEASE

Sample press release

[Date]

Headline: [Event Name] to take place [When] to raise funds for Barnardos Ireland.

On the [When], [Who] will be running a [What] event at [Where] to help raise vital funds for Barnardos children’s charity. The event will start at [Time].

Barnardos, Ireland’s leading children’s charity, works to give vulnerable children and families in communities across the country a better future. All of the funds raised by this exciting fundraising event will go towards the core work of Barnardos across its 45 projects nationwide.

The organisers invite you to support this fantastic fundraising event by going to [Where to buy tickets] where tickets can be purchased / OR / by donating to [Fundraising Page Link]. All are welcome to attend on the day to show your support at [Venue].

Join [Event Organisers] and show your support for this wonderful children’s charity. You can also donate directly to Barnardos by visiting www.barnardos.ie.

Editors

For further information please contact [Organiser Contact Details].