

Sample press release

<Date>

Staff at <xxx company> put on the Bling for Lifelites' "Overdress for Work Day".

On Friday 3 December 2010 staff at <insert name of organisation> will be putting on the Ritz as they get exaggeratedly inappropriately dressed for work for the Lifelites "Overdress for Work Day". **They can also join in the fun by wearing something yellow, Lifelites signature colour.'**

The campaign is urging employees everywhere to make a difference to the lives of terminally ill children simply by wearing their best togs and donating £2. The charity's aim is to raise much needed funds to support their work providing a full package of technology for every children's hospice in the country.

Lifelites is the only charity which provides valuable support services for affected children and their families in children's hospices across the country, helping them to continue their homework, relax with their families and simply to enjoy themselves away from the constant reality of their illness.

<Insert company's spokesperson's name> said: "On Friday 3 December, staff at <insert name of organisation> will be transformed by pulling on their best bib and tucker for the day. Getting involved in the Lifelites Overdress for Work Day is great fun and so easy! Our employees love getting dressed up and just by wearing something really different they will be helping change the lives of children with terminal illnesses. Go on – why not get staff at your company to join in the fun".

To find out more about Lifelites Overdress for Work Day, visit www.lifelites.org or call 0207 440 4200.

-Ends-

For further information, contact <name and position> on <telephone number>

Where to send your press release

- News editors of your local and regional newspapers, and radio stations
- Council newsletters
- Your own trade/professional magazines

Top tips for writing your press release!

- Create a news hook: use a funny photo idea or a local celebrity support to link into Lifelites' "Overdress for Work Day".
- Keep it snappy and attention grabbing: have a clear message.
- Keep it short and single-sided and typed.
- Remember to include contact names and numbers.
- Write a bold attention grabbing headline.
- Include the '5 W's' in your first paragraph: who, what, where, when and why.
- Expand on why in later paragraphs.
- Use a quote to give opinions, but stick to facts in the main body of the press release.

