

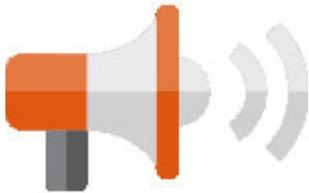


**Eco-Schools**



## How to write a press release

---



A great way of informing and involving the local community is to write a press release for your local newspaper. This guide is to help your pupils know what to include in a press release.

Press releases should be short and to the point. There is some key information that you need to make sure your press release includes:

- **Who** is involved in your story (E.g. Eco-Committee, whole school, year group, parents, teachers?)
- **What** is happening (or has happened) that you want to share?
- **Why** is this important news and **why** did you decide to do this?
- **Where** is this happening? (in school, at a local park etc)
- **When** is this happening (has this already happened?)

An example of what your press release should look like is below:

Title of Press Release:

Text: Answer all the 5W's above!

**ENDS** (This shows that the press release is finished)

Contact Details: In case more details are needed include a name to contact, the school address and phone number.

Note to editors: Let the editors know if photos are available to go with the story and give some background information on Eco-Schools.

Eco-Schools is an international award programme that rewards schools for their sustainable actions. The programme is pupil led and our school currently has a xxxxxxxx award. The information in the press release is just one of the many projects we are undertaking to help us continue on our Eco-Schools journey.