

## How to write a press release

News from **[name of organisation]**

**Date**

**Title (grab their attention) Record-breaking climb for retired vicar**

*[Most important fact goes here. This is the thing that makes the story interesting, different and newsworthy.]*

97-year-old retired vicar Adam Adamson became the oldest man to complete the Three Peaks Challenge last weekend.

*[A bit more detail – who, when, how. Keep sentences short and factual.]*

Adam retired as vicar of Little Dumbleton in May and since then has been training intensively to ensure that he was fit enough to complete the climb. He completed the 23 mile walking challenge in 22 hours, 10 minutes and has raised £7,000 in sponsorship for sports ministry in the parish.

*Use a quote to share opinions, not fact. This gives colour to the article and gives reporters someone they can speak to for more information. The person should be introduced with their role i.e.*

Adam said, *[Avoid odd verb choices to introduce quotes – ‘said’ is fine.]* “It was a tough challenge, but I was confident that I would be able to finish. Sports ministry is a really important part of my life and the thought of all the amazing projects that we will be able to fund with the sponsorship money kept my feet moving, even when I was exhausted... and of course God answered some heartfelt prayers for strength and energy!”

*End with something looking forward – hopes for the outcome or information about how people can get involved. Always consider what you would like people to take away from reading the article and make sure it is there for them.*

If you would like to sponsor Adam, you can visit his Just Giving page at [\[link\]](#).

The next running church is on 17 May, 5pm on Dumbleton Playing Field. Entry is free and everyone is welcome to come along. Wear your running kit. Tea and cake will be served in St Luke’s Church after the meeting.

**ENDS**

Photograph shows (l to r): Adam Adamson in his sports kit outside St Luke’s Church.

Try to provide a good photo with a close up of people’s faces. Don’t try to get too many people in the shot. Go outside to take the picture as the light will be better.

**Notes to editors**

Adam Adamson is available for interview on 01888 888888. (Make sure that he really is before you send the press release out.)