

# Be your own publicist

Press release template for a fundraising event

Thank you for helping to transform the lives of people with Parkinson's. We really appreciate your support.

Before you start writing your press release to help drum up some support for your event, don't forget to check out our [five steps to achieving local media coverage](#).

A press release is written information that you can email to your local media to get them interested in covering your story. Our press release template below will help you get this information together.

**Simply copy and paste the press release template below into an email, filling in the key details [where indicated].**

Also included at the end of this document is advice on taking a photo to illustrate your finished press release. This will drastically increase the chances of your local paper covering your story.

## PRESS RELEASE

**[Enter your town or city] resident to hold charity [enter type of event eg gig] for  
Parkinson's UK**

[Enter the date you email your release to your local media here].

A [enter your town / city] resident is organising a fundraiser for charity Parkinson's UK and is calling on the local community to get involved.

[Enter your first name and surname], [age], is organising a [enter details of event eg gig] at the [enter location of event] at [enter time] on [enter date].

[Tickets / The entry fee] for the event cost [£ per person / is £ per team].

[Enter more details about what will be happening here eg The gig will feature local bands and comedians].

Parkinson's is the fastest growing neurological condition in the world, and currently there is no cure. It affects around 145,000 people in the UK and every hour two more people are diagnosed. There are over 40 symptoms, from tremor and pain to anxiety.

Parkinson's UK is the largest charitable funder of Parkinson's research in Europe, leading the way to better treatments and a cure.

[Enter your first name] decided to fundraise for Parkinson's UK because [enter reason eg their best friend was recently diagnosed with Parkinson's / they decided they wanted to raise money to help the charity develop better treatments and a cure for the condition].

**[Enter your name] said:**

*"This is a space for a quote from you about why you've chosen to fundraise for Parkinson's UK, and call for people to come along to your event.*

*"For example – My best friend John was diagnosed with Parkinson's recently and I saw how tough it has been. He's had a lot of help from the charity – now this is my way of showing my support.*

*"There are loads of great acts booked already so get your tickets now."*

**Ann Rowe, Head of Regional Fundraising at Parkinson's UK, said:**

"We want to say a huge thank you to [your name] for supporting Parkinson's UK. Without our amazing fundraisers, the work we do just wouldn't be possible.

"Together, we can drive forward pioneering research so we can develop better treatments and a cure for the condition."

**[If your event is ticketed or requires booking in advance enter details here about how people can go about this. You can also use this space to include your online fundraising page if you have one].**

To find out how to fundraise for Parkinson's UK visit [parkinsons.org.uk/fundraising](https://parkinsons.org.uk/fundraising)

**ENDS**

## Media enquiries:

For more information please contact: [enter your name] on [enter your mobile number] and email [enter your email address].

## About Parkinson's and Parkinson's UK

Parkinson's is what happens when the brain cells that make dopamine start to die. There are more than 40 symptoms, from tremor and pain to anxiety. Some are treatable, but the drugs can have serious side effects. It gets worse over time and there's no cure. Yet.

Parkinson's is the fastest growing neurological condition in the world. Around 145,000 people in the UK have Parkinson's.

For more facts and statistics, [please click here](#).

Further information, advice and support is available on our website, [www.parkinsons.org.uk](http://www.parkinsons.org.uk), or our free, confidential helpline on 0808 800 0303.

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## Photos to illustrate your story

Sending your press release to your local paper alongside a good quality digital photo drastically increases your chances of them covering your story. So don't be camera shy – say cheese and get snapping!

These days most smartphones will be capable of taking a high-resolution photo that a newspaper can print, but if you don't have a smartphone, a photo taken on a digital camera is a great alternative.

Our top tips for taking the perfect photo:

- Wear your Parkinson's UK T-shirt, looking directly at the camera.
- Take your photo outside as the light will be better.
- Take a landscape photo rather than a portrait photo.
- If you take your photo indoors, make sure that you are against a plain background and use a flash.
- If you're fundraising because a loved one has Parkinson's, you could also send the local newspaper a photo of that person too – but check with them first that this is OK!
- When you email over your press release, attach your photo or photos to the same email and let the journalist know the full names of who is in each photo.