



GROW WILD



COMMUNITY FUND

Royal Botanic Gardens
Kew

Template Press Release

Here we've provided some outlines you could consider using to get you started.

Call for volunteers

For release: [date]

[Name of project] calls for volunteers

[Project name] at [project location] is calling for volunteers to [explain what you need them to do in a fun way e.g. 'give bees a chance by helping sow UK native wildflowers'] on [date].

It's all part of Grow Wild, an outreach initiative for Kew Gardens that brings people together to value and enjoy wildflowers and fungi, supported by the National Lottery Community Fund.

[Project name] has been given [£2,000/£4,000] to [explain the impact your project is hoping to have e.g. 'creating pollinator-friendly spaces across our town'], and you can be part of this project!

Volunteers will be working with the project team onsite at [insert location details] to [insert details of the kind of activities people will be doing e.g. 'sowing, weeding' etc.].

Volunteers should come along to [insert location] at [insert time] on [insert date]. Warm clothes/waterproofs/sun protection/packed lunch/gardening gloves will be useful but tools will be provided [delete/add as appropriate].

For further information or to arrange to photograph the volunteer work in action, contact [insert name of project contact] at [insert email details] or [insert phone number].

Media enquiries: [insert named Grow Wild PR contact email and phone details here]

Notes to editors:

- **About Grow Wild:** Grow Wild brings thousands of people together each year to value and enjoy wildflowers and fungi. Supported by the National Lottery Community Fund, and through private and public contributions, Grow Wild is the national outreach initiative of the Royal Botanic Gardens, Kew. People taking part in Grow Wild activities are doing something positive where they live: connecting with wild flowers, plants and places around them, taking notice of nature, getting active, learning new things and sharing their knowledge and enthusiasm.
[Website](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)
- **About the National Lottery Community Fund:** We are the largest community funder in the UK – we're proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland. Since June 2004, we have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people.

We are passionate about funding great ideas that matter to communities and make a difference to people's lives. At the heart of everything we do is the belief that when people are in the lead, communities thrive. Thanks to the support of National Lottery players, our funding is open to everyone. We're privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.

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Milestone reached (photocall)

For release: [date]

[Name of project] marks new milestone [may want to explain further in the title]

On [date], [project name] marks an important milestone for the project. [Explain the milestone e.g. 'first time the town has done a particular activity'; '1000th seed has been sown' etc.].

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[Project name] has been given [£2,000/£4,000] to [explain the impact your project is hoping to have e.g. 'creating pollinator-friendly spaces across our town'], and this is an important point in the project's journey.

[Here you could include a quote from someone involved, or details of what you're doing to celebrate the event, for local press to take photos, or visit.]

For further information or to arrange to photograph the action, contact [insert name of project contact] at [insert email details] or [insert phone number].

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