



GROW WILD



Royal Botanic Gardens
Kew

Writing a Press Release

A good press release has 4 main components:

1. Title
2. Introductory paragraph
3. Case study, quotes and other content that tells the story
4. Notes to editors

Title

This should be short and interesting. But don't spend *too* long on it, as it's likely that it won't be used in print. A good test of a good title is: "Will this work as the Subject for an email?"

You will want to avoid it looking like clickbait, for example "You won't believe what our project has gone and done!" but you also don't want it to be too clinical, for example "This project has received £2,000 of funding."

Introductory paragraph

A good rule of thumb here is to answer the questions: What, When, Who and Why. Occasionally How is relevant too. Get to the point. Why is this a story that other people will want to hear. Try not to go beyond two sentences.

Case studies etc

For the rest of your press release you want to provide the colour to the story. Give some background, introduce amazing people that are part of your project or have benefitted. Add quotes from important people. Fill out the press release with all the things that make a good story.

And don't forget to mention that **Grow Wild is funded by the National Lottery Community Fund!**

Notes to editors

This is where you provide official information on any of the organisations mentioned, or background information on projects or research that you have included. For **all press releases** you will want to include these two notes:

- **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 benefitted 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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Further support

If you're still not sure where to start, contact your Engagement Manager, who should be able to help.