**Press Release Writing Guidance**

Check all spellings of names, organisations, local groups carefully. Get ages for any Guides or scouts mentioned and where they are from (localising or regionalising can help to give further pick-up where we name Guides from particular areas to give local relevance).

Consent: Before using images or quotes from girls, ensure you have their written consent, plus the consent of parents or guardians if they are younger than 18 years old.

Keep it to one A4 page worth of text. If you have non-essential background information add it into ‘Notes to Editors’ section at the end.

Writing quotes: Keep it simple and consistent by making sure the speaker said something, rather than remarked or commented.

If you write a quote, follow the usual approach for print news stories (note the full stop goes inside the final quote mark):

Speaker's name/ title said: "NAME OF UNIT are so excited to be NATURE OF ACTIVITY and are really proud to be celebrating International Women's Day this year.”

Attaching photos:Better to attach a low rec image as an example or a small hi-res image. Preferably as a Jpeg. Additionally, make clear on the press release (or your cover message) that further photography is available on request.

**Press Release Sending Guidance**

In an email, treat the email subject line as the headline of the story and ideally, each email should be sent separately to reporters, addressing them by name.

Paste the release into the body of the email as most reporters are unhappy about opening attachments – and some generic newsdesk email addresses will not accept any additional documents.