

PLEASE NOTE: Over formatting your press release is a disadvantage so avoid using elaborate fonts. Keep it to one page and use short sentences (around 30 words per sentence, no more than two sentences a paragraph).

Press release email template

Email title: Mention your most newsworthy/interesting piece of info in your headline but keep it short –and don't forget to mention Brighton Fringe.

Example: Award winning children's circus show hits Brighton Fringe

Body of email:

INSERT YOUR LOGO (if you have one) and Brighton Fringe's, make them small but readable.

Repeat your headline in bold & 14pt font

Example: **Award winning children's circus show hits Brighton Fringe**

Intro: Describe your show in 25-30 words: What is it? Who is it for? What are the most interesting things about it?

Example: An award winning circus show for five-year-olds is coming to Brighton Fringe for the first time.

Paragraphs two and three: The next few paragraphs should provide more detail on what you have outlined above.

Example: Lion in the Jungle's *Circus! Circus! Circus!* won Best New Children's Show at Camp Bestival when it premiered there in July. The show invites children to help the world's most forgetful ringmaster tame the circus' unruly lions through interactive dance, slapstick and song.

This is the second show by the Manchester-based theatre company run by teacher-turned-director Mark Jacobs who left a 20 year teaching career in 2015 to start his own theatre company. Mark, who also plays the show's forgetful ringmaster, has just won Arts Council funding to tour this new show across the UK, starting at Brighton Fringe.

Include a quote: Around two to three lively (but short!) sentences from someone involved in the production. Make sure you state who they are.

Example: Mark Jacobs, Lion in the Jungle's Creative Director, said: "Winning the Camp Bestival award and embarking on a UK tour is a dream come true for me. Working with life size lion puppets and a bunch of excitable five-year-olds makes every performance different and we can't wait to bring our madcap circus to Brighton Fringe for the first time."

Paragraphs four and five: Give more details about the show, yourself/your company – no more than 100 words.

Example: *Circus! Circus! Circus!* will take over Hove Lawns for four days during Brighton Fringe (4-8 May). The show features a pride of lion puppets,

which children are invited to operate during the performance, plus catchy circus-songs and dance routines.

After appearing at Brighton Fringe, *Circus! Circus! Circus!* will visit ten UK theatres include London's New Drama Theatre and Edinburgh Fringe's Circus Bunker.

End with the basic details of your show as follows:

Title of show/event [in italics]

By Company/Promoter

Venue

Dates, times, cost

Website [if you have one]

Booking details

Example:

Circus! Circus! Circus!

by Lion in the Jungle Productions

Hove Lawns

4-8 May, 2pm-3pm, £4

www.lioninthejungle.com

To book tickets visit brightonfringe.org or call 01273 917272.

To signal the end of the release write: Ends

Then put your contact details:

Example: **For more info contact Joe Blogs, 07786 950 555,**

joe@gmail.com

...then put a link to images. The best thing to do is to use a free file sharing service such as [Dropbox](#). If you can't do this, attach your images with the email. Example below:

Images

To download images to accompany this release, click **here** [insert Dropbox link]. Please credit the copyright owner of any image used.

Here are a few guidelines on images:

- Images should be high res and saved as jpegs.
- Ideally, you should give journalists a selection of images to choose from but one or two strong images is better than 10 bad ones.
- If you can, include horizon and landscape shaped images.
- Each image should be saved with a caption stating what/who is in the image and who owns the copyright.
- Ideally you should own the copyright to your own images but if not the photographer is likely to so check this beforehand.