



WRITING A PRESS RELEASE

We would always recommend targeting the press, researching the journalists or organisations you are contacting and writing a short, personal email about why you think your event is for them.

Include what you are looking for: a preview to promote your event and help you sell tickets, or a review? Let them know you can book them tickets for free to your event (if you are unsure how to do this contact takepart@brightonfringe.org).

You can then include the press release in the body of the email below.

PRESS RELEASE TEMPLATE

Press releases should be about 300-350 words, Press releases should be no more than one side of A4, including listing information.

[EVENT TITLE] [A HOOK ABOUT YOUR EVENT] E.G. BRIGHTON FRINGE LAUNCH
[EVENT TITLE] OFFERS AN EXCLUSIVE LOOK AT THIS YEAR'S PROGRAMME [HOOK]

PARAGRAPH ONE: WHAT YOUR EVENT IS ABOUT E.G THEMES & PLOT

PARAGRAPH TWO: WHAT IS THE EVENT'S GENRE/STYLE/VIBE? WHAT MAKES IT SPECIAL. WHO'S YOUR TARGET AUDIENCE?

PARAGRAPH THREE: WHO YOU ARE [ONE SENTENCE MAX] CAST MEMBERS AND THEIR ACCOLADES

PARAGRAPH FOUR: QUOTES [IF YOU HAVE THEM] OR STATEMENT FROM CAST MEMBER/MEMBER OF THE COMPANY.

PARAGRAPH FIVE: DATES, TIMES, LOCATION. CONTACT. ADDITIONAL INFORMATION.

[End of Press Release]

HINTS & TIPS

- Use a clear font in an appropriate size.
- Do not put whole sentences in capital letters.
- Put your most important information at the top of the press release or in the title.
- Use third person, e.g. "Brighton Fringe presents", not I / We.
- Include the Brighton Fringe logo and your venue logo.
- Don't forget to include contact details
- The standard convention is to use italics when mentioning show titles, films, books and publications. Use bold for important information.

Watch the How to Market Your Event/Venue workshops www.brightonfringe.org/fringe-academy for more tips.