



WRITING A PRESS RELEASE

THANK YOU FOR TAKING PART IN THE BIG OCTOBER CAKE BAKE!

Here are some instructions for how to edit and write a Press Release for your local media to promote and publicise your bake sale or tea party

- 1) Open up the PRESS RELEASE TEMPLATE provided by Children on the Edge
- 2) Insert the relevant information to replace the blue text with your name, today's date, the type of challenge and any relevant information you'd like to include. Think about what a local newspaper might be interested in (if you'd like help with this, please contact our Fundraising Team fundraising@childrenontheedge.org or call 01243 538530)
- 3) Change all the text to black
- 4) Find or take a photo of yourself - include something relevant e.g. a photo in a Children on the Edge t-shirt or a photo of you / your family with a cake / an apron on etc.. Save an electronic copy of this photo as your name and fundraising details e.g. *"Lucy is hosting a tea party for Children on the Edge'*
- 5) Search for local press contacts to send your press release to. Google the names of any local papers and search for the Community Editor or a general 'newsdesk' email address
- 6) Open up a new email, and write a short, friendly email e.g. *'Dear XXX, Please find a press release attached and included below with details of a charity bake sale I am organising this month as part of a nationwide 'Cake Bake' to raise money for Children on the Edge, a charity that does fantastic work to support marginalised children around the world. If you need any more information, please don't hesitate to get in touch with me. Best wishes XXX'*
- 7) Paste the text from the press release under your email message and attach the Press Release as a word document to the email
- 8) Attach or insert the photo of yourself
- 9) In the subject line include: 'PRESS RELEASE' then the header from the press release e.g. *PRESS RELEASE: Local Family Hope To Raise a Big Slice of Cash for Charity*
- 10) Add the email address of the local press contact and press 'send'!
- 11) Repeat for other press contacts

Example PRESS RELEASE

10th October 2021

LOCAL FAMILY HOPE TO RAISE A BIG SLICE OF CASH FOR CHARITY

A [Chichester family](#) is hoping to raise money for children living in some of toughest places in the world by hosting a street tea party for their neighbours.

The [Evans family](#) will take part in 'The Big October Cake Bake' by hosting a tea party [on Sunday 24th October in Muffin Street](#) in aid of Children on the Edge, a charity based in West Sussex.

Lucy Evans, 41 said: "*as a family we wanted to get involved in this nationwide event and raise some money for a fantastic cause. Baking cakes and sharing them with our neighbours seemed like a lovely way to have some fun and make a difference for marginalised children living in tough situations around the world at the same time*".

The Evans family will be baking a wide range of sweet treats and providing tea and coffee for their neighbours in Muffin Street in return for donations. There will be plenty of games and a raffle to get people involved too. Daughter Isla, 10, has decorated handmade invitations that she has been posting to every house in the street.

Dame Anita Roddick sparked the beginnings of Children on the Edge in 1990, in response to the Romanian Orphanage Crisis. After witnessing the appalling conditions in Romanian orphanages firsthand, Anita mobilised her company, The Body Shop International, to help these children.

Since then, through the years and across 18 different countries, Children on the Edge has expanded its reach to include working with children who have been institutionalised, those with special needs, children without parental care, young migrants, refugees, children traumatised by war or natural disaster, working children, and children living in slums and ghettos. They now work to support 16,000 children in Bangladesh, India, Lebanon, Myanmar and Uganda.

Eloise Armstrong, Fundraising Manager at Children on the Edge said: "*Children on the Edge is excited to have launched our 'Big October Cake Bake' this year and we are delighted to see so many people around the country take part. Every brew and every bake will help children living on the edge to safely live, learn, play and thrive. Every pound raised will make a huge difference for the children we support*".

To join in the activities or find out more about the event contact [\[add your email address\]](#) or visit [\[Just Giving / fundraising page\]](#)

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- Notes for the Editor -

Children on the Edge is a child rights organisation that works alongside local communities in some of the toughest places in the world, to transform the lives of overlooked children by co-creating protective environments where they can safely live, play, learn and grow. They do this by teaming up with local communities; putting children at the heart of everything they do; restoring hope, dignity and justice; and actively involving everyone in creating the change they wish to see. Work is focussed in the areas that have the most impact on children - the family, classroom, community and society.

If you would like more information about Children on the Edge, please contact 01243 538 530 or email communications@childrenontheedge.org Registered Charity no. 1101441 www.childrenontheedge.org