

# Shout about your Mile for Macmillan

# THE MACMILLAN CHALLENGE

Nowadays it is incredibly difficult to get a journalist or photographer to come out to an event. However, you can still get great press coverage for your Mile for Macmillan by sending out a press release afterwards.

To make this as easy as possible for you, we've created a template press release which requires you to fill in the blanks, add some quotes and take some photos. Your county Public Relations Advisor is the best person to help you with sending out your press release - they may already have some media contacts in your area.

## Where do I send a press release?

You should send your release to newspapers, radio and television stations in your town, city or county where the story impacts. Remember that local media are only interested in people in their circulation area.

If you can, find out the name of the reporter/correspondent who covers your area patch/type of story and email your story to them. Otherwise send it to the news desk or news editor email address which should be available on their website.

## How do I send the press release?

Paste the press release into the body of an email (rather than sending a Word document as an attachment) and make sure your contact details are included so the journalist can contact you if they want further information. Use the headline as the subject line of the email.

Send the press release and photos as soon after the event as possible to maximise the chances of your story being picked up.

## What about photos?

The quality of photos can make the difference between a story being used or not. A fantastic active, fun photo will get your press release noticed and give the best image of Girlguiding.

Ensure that everyone featured in the photos have the relevant photo permissions.

The photos should be pasted into the email with the press release. This means the reporter can quickly see the photos you have sent are brilliant and they will want to print them.

As well as pasting the photos in the email, high resolution images will be needed for publication. To avoid clogging up their inbox with enormous emails, you may want to give a link to a Dropbox or similar where the journalist can download the high quality versions.

Clearly caption the photos with full names wherever possible. For photos of up to five people the reporter is highly likely to want full names. Ideally the person(s) quoted in the press release need to be in the accompanying photo.

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