heritage open days

PRESS RELEASE

Headline here: Make it clear and eye-catching – no more than two lines

Sub-header here: Explain the headline a little, the relevant dates and a web link if there is one

OR USE
Treasure the Treasures on your Doorstep!
Thursday 8 – Sunday 11 September www.heritageopendays.org.uk

- The first paragraph is all-important – journalists may not read on any further. Remember the five W's – **what** is happening? **Where? When? Who** is taking part? **Why** should the journalist be interested? If any of these points have not been addressed in the headline and sub-header, make sure they are covered here. Stress the point that the event is **free.**

- Go into a little more detail in the second paragraph. If you have a quote, include it here. Add some colour to the details in the first paragraph; try and pull out specifics, rather than generics. Don't say "there will be some historical re-enactment", say; "armour-clad medieval jousting knights will take on the invading armies in a dramatic forty-minute battle."

- Make the third paragraph more factual – give details about the location; its history, other things to see and do. Try and give a little local context to the location; if it is a building, why is it of historic significance? Are there any special facilities for children/families?

- Conclude with clear, concise organisational details; is the attraction open on every day of Heritage Open Days? Do you need to book in advance? Is there any restriction on numbers?

ENDS

For media enquiries and images contact : Put in one name, a telephone number and an email address. Check and DOUBLE CHECK that these details are correct, it's amazing how many releases go out with incorrect contact details.

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