

MAKEPOVERTYHISTORY

HOW TO WRITE A PRESS RELEASE

Here are some tips for writing a Make Poverty History press release:

- Start with a strong headline that highlights the local angle.
- Highlight what local people are doing. Explain what's happening - when, where, and why.
- Include a punchy quote from a local person / celebrity.
- Give some brief but informative background information about the campaign.
- Give a contact number for more information and interviews. If possible, give a mobile number so journalists can get in touch at any time.

General Tips:

Make sure that you keep the local media in touch with your plans. First of all, take the time to identify your local newspapers, magazines, TV programmes, radio stations and websites. Once you have this information, write a press release and send it in to the news desks – make sure you follow up with a phone call to check it has arrived! This phone call also gives you another chance to promote the story, so be persuasive. Organise a photo opportunity to support the press release. If the newspaper doesn't send a photographer, take some photos yourself and send them in to the news desk.

CHECK OUT THE NEXT PAGE FOR A SAMPLE PRESS RELEASE!

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Sample Press Release

June 27, 2005

Giant white band to be wrapped around The Beehive

A very significant Wellington building, The Beehive, will be wrapped in a giant white band this Friday 1st July at 1pm, as part of New Zealand's involvement in the global Make Poverty History campaign. The white band is the campaign's symbol, worn around the wrist, the arm, as a headband, and on Friday July 1st, International White Band Day, around The Beehive.

The white banding of The Beehive has been organised by a local Make Poverty History supporters group led by Jo Bloggs who strongly believes that: "Ending absolute poverty should be regarded by all kiwis as a moral commitment. Acting on this commitment requires public awareness and participation to build support for government action'.

Make Poverty History is a global campaign supported in New Zealand by a wide range of aid, development, human rights, social justice and anti-poverty organisations. A number of New Zealand celebrities are also getting behind the campaign including Dave Dobbyn, Carly Binding and Frankie Stevens.

The Make Poverty History Aotearoa New Zealand coalition is calling for immediate government action against poverty in the areas of: trade justice, cancellation of third world debt, more and better overseas aid, and an end to child poverty in Aotearoa New Zealand.

The Make Poverty History campaign is hailed as the largest and most effective campaign in history, now running in over 70 countries with millions of people across the world wearing white bands.

For more information on **MAKEPOVERTYHISTORY** Aotearoa New Zealand, visit the website: www.makepovertyhistory.org.nz or call Jo Bloggs on 09 1234 567 or 021 345 678.

Notes for Editors:

1. **MAKEPOVERTYHISTORY** Aotearoa New Zealand is a coalition of charities, trade unions, campaigning groups, not for profit organisations and celebrities in partnership with the Global Call to Action Against Poverty who are mobilising around key opportunities in 2005 to drive forward the struggle against poverty and injustice.
2. The campaign is planned for 2005 and will run until the end of the year.
3. **MAKEPOVERTYHISTORY** challenges the government to deliver trade justice, drop the debt, deliver more and better aid and put an end to child poverty in Aotearoa New Zealand in order to eradicate global poverty.