

# PRESS RELEASE (EXAMPLE)

**Headline:** think of a clear, catchy title, no more than six words long, that's punchy, to the point and tells the reader exactly what your story is about.

**The first paragraph:** should grab the reader's interest and summarise the whole story. Ask yourself if it would stand alone if nothing else were published. If not, then try again.

**The five Ws:** Who, What, Where, When, Why? Re-read what you have written and ask yourself whether those questions have been answered.

**Include a quote:** these can be used to add interest – but make sure that they add to your point and don't just give a random statement. Make sure that you include the name of the person who said it and always put quotation marks around quotes.

## Leeds welcomes first of it's kind festival.

Ever wondered what dancing in a silent disco is like? At Spotlight Festival, all wonders can be realised. This new and exciting festival combines music, food, art and once in a lifetime experiences. Leeds is incredibly excited to welcome bands from all over the country and host famous chefs creating delicious snacks! There really is something for everyone at Spotlight Festival.

The festival is the first of its kind of the Leeds region. The event organisers have chosen to use local food producers and businesses to fund this exciting venture. It really shines a light on the city and all that it has to offer!