



Sing for your Heart 8-15 Dec

with Heart Research UK

Heart Research UK's Communications Team is happy to help you promote your event to the local media and people in your community. However, if this is something you'd prefer to do yourself, here are some tips to help you spread the word about your event.

- **getting started** - find out the names and contact details of your local newspaper and radio station, email them the information about your event and follow it up with a telephone call.
- **write a press release to tell your story** - to catch the attention of the media, you should include information such as: any special reasons for supporting Heart Research UK and interesting or quirky facts about your group or performance. Also, remember to include all the details of your event – who, what, where, when, why and how.
- **say cheese** – by attaching a good quality photograph to your press release, you will increase the chance of your story being published. Get someone to take photographs while you are in full song. If you get a good shot, this can be sent to your local papers afterwards with a short title and caption. It should be sent out to the media as soon as possible after the event.
- **remember** – to get permission from people in the photograph for it to be sent to the press and include names of individuals or the group.
- **photo opportunities** – if you prefer you can invite your local newspaper to take photos themselves. About a week ahead of your event, send a press release to your local papers under the heading 'PHOTO OPPORTUNITY' it should include details about what will be available to photograph and details of time and place.
- **hit the airwaves** – you can also send details to your local radio station if one of your group has the confidence to talk about what you are doing. This person will also need to have the flexibility to go to the radio station or talk on the phone at a time that suits the station.
- **after the event** – send a brief summary of your event, together with a note of money raised if possible, and a good photograph to your local newspaper.

If you'd like further help or advice from our Communications Team to help publicise your event email pr@heartresearch.org.uk or call **0113 234 7474**.



Head Office and Registered Office

Heart Research UK, Suite 12D,
Joseph's Well, Leeds, LS3 1AB
T 0113 234 7474 F 0113 297 6208
E info@heartresearch.org.uk

www.heartresearch.org.uk

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Heart Research UK in the Midlands

Lee House, 6a Highfield Road,
Edgbaston, Birmingham B15 3ED
T 0121 454 1799
E midlands@heartresearch.org.uk

