

INSTRUCTIONS:

RED – Instructional text – PLEASE DELETE BEFORE SENDING

Black – Please leave this text in your Press Release

EXAMPLE COVER EMAIL

SUBJECT: Local School/ Boy/ Girl, [Your School/ Name], named outright winner/s of Sydney Eisteddfod's [your event]

OR

SUBJECT: Local School/ Boy/ Girl, [Your School/ Name], to perform in Sydney Eisteddfod's [your event]

BODY:

Dear [Editor's Name],

I thought you may find it interesting to know that local [Suburb] school/ boy/girl, [Your School/ name] have/has been named as this year's outright winner/s of Sydney Eisteddfod's [your event]

OR

I thought you may find it interesting to know that local [Suburb] school/ boy/girl, [Your School/ name] will be performing in this year's prestigious Sydney Eisteddfod [your event]

I've attached a Press Release with images (credit to Winkipop) for your convenience.

Please contact me if you require any further information and if necessary, I can put you in touch with the finalists/winner/ performer/ etc.

Many thanks and talk soon,

[Your contact details]

[PRESS RELEASE TEMPLATE BELOW]

[SENSATIONAL HEADLINE- e.g.]

[Your School] Makes Their Sydney Eisteddfod Debut in 2021!

FOR IMMEDIATE RELEASE - [DATE]

[FIRST PARAGRAPH]

[What / who / when & how?]

[2nd PARAGRAPH]

[Why do people care? What makes this exciting or interesting?]

[3rd PARAGRAPH]

[Expand upon the details – Is there a prize? How much is it? How many in your troupe? Is this your first time performing or is it the first time in the finals? Are you a seasoned veteran?]

[QUOTE- it's a great idea to have a quote from a student or relevant person to add to your PR]

[LAST PARAGRAPH]

[Name your Fellow group members/ finalists / competitors etc.]

[EVENT INFO/ TICKETS / SUMMARY – if relevant]

When:

Where:

Tickets:

Sponsored by:

LINKS:

<https://sydneyeisteddfod.com.au/>

[Insert your own links or relevant links from the Sydney Eisteddfod website regarding your entry, event or win!]

IMAGES:

Images have been attached and sent along with this press release.

[Attach relevant images along with your email.]

[You may purchase Sydney Eisteddfod performance images from <http://winkipopmedia.com.au/> with your password. Please credit Winkipop Media.]

For more information, visit sydneyeisteddfod.com.au or call (02) 9261 8366

Sophie Rupp – Marketing Manager: marketing@sydneyeisteddfod.com.au

[Insert your own contact details here.]

HELP:

WHERE DO I SEND MY PRESS RELEASE?

For a list of local NSW Newspapers please see the link below:

<https://sites.google.com/site/theatreinsydney/publicity-help-for-your-theatre-production/250-websites-of-nsw-print-newspapers>

Or google your local paper.

HOW LONG SHOULD MY PRESS RELEASE BE?

Try and keep it to 1 page if you can

DOES SYDNEY EISTEDDFOD CONTACT THE MEDIA ON MY BEHALF?

Yes, we certainly do! However, this template is for you to aid our best efforts and get your achievements the attention they deserve!

GOOD LUCK!