

Local Media relations: Tips & best practices

How to write your press release?

- **Headline**
- **1-2 paragraphs about your local event** for September 20th
 - Information provided should answer the following questions regarding this event – **what, when, where, who, why** you choose this activity/type of event + ideally a part of it in the form of a quotation of somebody from your NGO.
- **1-2 paragraphs about World GO Day in general + quotation from ENGAGE/ESGO**
- Contact information of your NGO for journalists

How to distribute your press release?

- Focus on **lifestyle media** (magazines for women, Health, Fitness & Wellness Magazines), **current affairs media or websites with local events** etc.
- **Send the press release in July** so that you can still reach monthly magazines (with months long publication deadlines).
- Do not forget to follow up/send a reminder in the beginning of September!