# Small grant and second round pass template press release

This template can be used to create a press release for your project. The highlighted sections explain what information should be put in each section and examples are included. Text in brackets should be replaced with your own relevant information.

Once it is completed send it to your Investment Manager and The National Lottery Heritage Fund Press Office who will arrange sign off and add a quote if required.

## Logos

Insert your organisation’s logo alongside the National Lottery Heritage Fund logo at the top of the page.

## Embargo

If you would like the story to be published after a particular date you could include an embargo date and time so the story isn’t printed early.

Embargoed until (time) on (date)

## Title

The title should tell the story in a few words. Avoid anything too creative as it may not explain the grant properly.

**(Project name or name of organisation) is awarded a £XXX grant by The National Lottery Heritage Fund to implement / create / restore / conserve / digitise / transform / etc (name of project)**

## Main text

The first paragraph should include all key information about the grant. Who has received it, where you are based, what the project will do and when work will start/ the finished building re-open.

Example: Today, (name of organisation) has received a National Lottery Heritage Fund grant of (grant amount) for an exciting heritage project, (name of project), in (location of project). Made possible by money raised by National Lottery players, the project focuses on the origins of the Geordie dialect and its impact on the identity of the North East.

Further down, insert a short description of the project. Avoid detailed architectural or scientific information. Stick to educational and community benefits that are of interest to everybody and avoid jargon. Include information on opportunities for volunteers and your staff, training/educational courses/workshops, and learning new skills.

Example: Supported through The National Lottery Heritage Fund, the project will enable local young people discover the origins and explore the history of common phrases and words such as ‘deeks’ (look at), ‘scran’ (food) and ‘hyem’ (home), which could date back as far as Anglo-Saxon times, which are still used in everyday conversation in the North East.

Add some interesting historical information – why is this place/building/piece of your heritage so important?

(Name of organisation) is an organisation that works with young people help them to learn through developing media and communication skills and will help 80 young participants from across the city to get involved in this project. Working with heritage professionals from Newcastle City Library, Taakin Heeds participants will gain a deeper insight into this previously under-researched part of their history, as well as teaching them valuable new communication skills to use as they develop their careers.

## Quotes

Add a quote from your organisation: keep it short, in natural speech and enthusiastic. Aim to create a ‘sound bite’ the media will want to use. Don’t forget to thank National Lottery players.

Example: Commenting on the award, (name of project spokesperson) said: “We are thrilled to have received this support thanks to National Lottery players and are confident the project will support young people to be active citizens with pride in their Geordie heritage.”

## Notes to editors

Notes to editors is a useful way to include further background information about your organisation and The National Lottery Heritage Fund. Always use the National Lottery Heritage Fund paragraph exactly as provided.

## Notes to editors

### About (name of your organisation)

(Insert information about your organisation)

### About The National Lottery Heritage Fund

Using money raised by the National Lottery, we **Inspire, lead** and **resource** the UK’s heritage to create **positive and lasting change** for people and communities, now and in the future. [www.heritagefund.org.uk](http://www.heritagefund.org.uk).

Follow @HeritageFundUK on [Twitter](https://twitter.com/HeritageFundUK), [Facebook](https://www.facebook.com/HeritageFundUK) and [Instagram](https://www.instagram.com/heritagefunduk/) and use #NationalLotteryHeritageFund

Since The National Lottery began in 1994, National Lottery players have raised over £43 billion for projects and more than 635,000 grants have been awarded across the UK.

# Further information

Add contact details which media can use for further information

## Further information

For further information, images and interviews please contact (name of contact) at (organisation) on (telephone number and email address).