First round pass (no development funding) 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 Grants Officer 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) secures National Lottery support**

# 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. The asterisk in the paragraph refers to the relevant text in the notes to editors section.

Example: (Name of organisation) has received initial support\* from the National Lottery Heritage Fund for the (name of project), it was announced today. Thanks to National Lottery players, the project aims to (outline main aims of project).

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: The project aims to carry out essential conservation work, digitise the collections and join them through a single web portal, allowing on-line public access to the collections for the first time. An educational programme is also planned and will aim to be run in 21 different locations in England, with volunteers given training so they can help care for the collection.

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

Example: The building is a focal point for the local community and is currently used by over 60 community groups. It was built in 1800 and has been used for various purposes over the years.

# 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.

Example: Commenting on the award, (name of project spokesperson) said: “We’re delighted that we’ve received this support thanks to National Lottery players. The social centre has given the village a place for live entertainment, public meetings and large group activities for the past 100 years, and it’s great to know that we are a step closer to preserving it for another century.”

# 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

\* National Lottery Heritage Fund grant applications over £250,000 are assessed in two rounds. [x project] has initially been granted support by The National Lottery Heritage Fund, allowing it to progress with its plans. Detailed proposals are then considered by The National Lottery Heritage Fund at second round, where a final decision is made on the full funding award of £[x].

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

# 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).