*First World War: then and now* programme press release template

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. 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’s 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.

**National Lottery support for (project name or name of organisation) to mark First World War Centenary**

# Main text

The first paragraph should include all the key information about the grant – who has received it, where they are based and what the grant will do.

Example: Today (name of organisation) has received a grant of (grant amount) from the National Lottery Heritage Fund for a project (name of project) in (where project is based). Awarded through its *First World War: then and now* programme, the project will focus on (outline project focus).

Further down, insert a short description of the project and what it aims to achieve. 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: To mark the Centenary of the First World War, the project will enable local people in (place) to come together to preserve the memories and heritage of the people who lived through the First World War. Volunteers will collect photographs, newspaper clippings, documents, letters and photos of keepsakes, as well as family tales passed down to help them build a clear picture of what life was really like.

Add some interesting historical information – why is this heritage is so important and what will happen next?

With help from professionals, the information gathered will be digitally recorded and an on-line interactive archive will be created where everyone can access and contribute information. The archive will allow the public to discuss, contribute, share and research information about the Home Front.

# 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… (insert comment).”

Add a quote from The National Lottery Heritage Fund. Email your draft release to The National Lottery Heritage Fund’s Press Office and your grants officer and they will insert a quote from the relevant spokesperson.

# 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 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

* The National Lottery Heritage Fund has awarded almost £100million in grants to projects across the UK marking the Centenary, exploring all aspects of First World War heritage that matters to them.

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).