Press release guidance

If you do not have any experience of issuing press releases,

we hope that this information may be of use. Please contact [eddie.tulasiewicz@nationalchurchestrust.org](mailto:eddie.tulasiewicz@nationalchurchestrust.org) if you need any assistance.

**Insert a succinct headline**

*National Churches Trust awards a £20,000 Cornerstone Grant to Borsetshire Church*

**Insert the DATE**  
  
*Remember to include the date.*

**Introduction**

The first paragraph should be a summary of all the information the journalist needs to know. This should include Who, What, Where and Why. Please note that we would like you to mention our grant here, and we are happy for you to list other funders.

*The future of St Mary’s Borsetshire is secure after a £20,000 grant from the National Churches Trust has funded essential repairs and improvements to the building.*

**Main information**

The next two or three paragraphs should be descriptive of the project and grant. It is best to avoid the use of overly technical, academic or architectural language and emphasise the community benefits. A certain amount of background is necessary to give context to the grant. Interesting facts and statistics give good material for journalists – e.g. tallest tower, sneezing gargoyles or a churchyard used in pagan times. And of course include a description of what will be done with the grant money.

*The church has been at the heart of the community for over 900 years and served as inspiration for T.S. Eliot’s The Stone. Today it is not only used for services but also as a crèche, a space for community group meetings and as a concert venue.*

*The work, which begins in March, will allow St Mary’s to install toilets and a new lighting system, improving the church as a concert venue. A blocked doorway will be restored to use, allowing the crèche to continue operating during services, and improve disabled access. Vital repairs will also take place on the fabric of the building, including the replacement of rotten timbers in the roof and the restoration of the east window.*

**Conclusion**

The final paragraph should contain quotes from someone from your place of worship or a well known supporter of the project that journalists can print in full. This should be short, direct and should sum up the information in the rest of the release.

*NAME from St Mary’s Borsetshire said “The work done at St Mary’s Borsetshire will serve as a benchmark for church restoration up and down the country. I am delighted that the future for a building with such a venerable history is now assured for generations to come.”*

**Contact**

Include a named contact and website details about your place of worship and the National Churches Trust. For example:

*For further details contact:  
Alison Blogss  
Borsetshire*[Alison@Borsetshire.org.uk](mailto:Alison@Borsetshire.org.uk) *01736 804 527*

[www.nationalchurchestrust.org](http://www.nationalchurchestrust.org)

[www.borsetshirechurch.org.uk](http://www.borsetshirecct.org.uk)

**Notes**

Add notes to the editor if you have further information. We would appreciate you mentioning a little bit about the National Churches Trust here.

*Notes to Editors:*

*About St Mary’s Borsetshire:*

*INSERT KEY INFORMATION*

*About the National Churches Trust:*

The National Churches Trust is the national, non-profit organisation dedicated to supporting and promoting churches of all Christian denominations in the UK.

It aims to:

a) Provide grants for the repair, maintenance and modernisation of church buildings

b) Act as a catalyst to improve and bring resources to the management of church buildings

c) Promote the value of church buildings to the community at large

For more information visit [www.nationalchurchestrust.org](http://www.nationalchurchestrust.org)

**Photographs**

Always attach a selection of good quality photographs of your place of worship, ideally featuring a member of the parish, lay or ordained, with responsibility for the project. Ensure that you only circulate images that you have permission to use, and make clear if the images should be credited in any way. You may also want to include photographs of any damage which will be repaired and sketches or architectural drawings/illustrations of the work to be carried out.