**Press Release**

**Embargoed until 00:01 *<insert date>***

**OR**

**For Immediate Release *<insert date>***

*An embargo means you ban the publication of your press release until a certain time or date. Only use an embargo if you need to control when your story is publicised, e.g., a launch.*

**TITLE IN CAPITALS**

*The headline should be typed in bold and centered. Keep it short, snappy and to the point, e.g., ‘Future of cancer care in the UK: make your voice heard’.*

**First paragraph**

*Get the five ‘W’s in straight away – Who? What? When? Where? Why? E.g. ‘Twenty-nine leading charities are asking people affected by cancer to help them shape the future of cancer care.’*

**Following paragraphs**

*Make your points in order of importance. The second paragraph should elaborate on the first. You are telling a story, so must give the full picture: spell out the facts, give statistics, etc.*

**Quotes**

*Include a direct quote from the most relevant person involved: it will humanise the story. Keep the quote brief, providing an overview of the event. If writing a quote for somebody else, get their approval before using it. Remember to give their full name and job title e.g., Ciarán Devane, Chief Executive Officer, Macmillan Cancer Support says: ‘It is unacceptable for patients to pay hundreds of pounds in parking charges to attend hospital for treatment so the Committee’s recommendation for reduced, or free, parking charges is great news. Macmillan has long campaigned on this issue. We believe the Government must act now and introduce clear, enforceable regulations to ensure free parking for all cancer patients who have to visit hospital regularly for treatment.’*

More follows...

*If you use two pages, put ‘more follows’ in the bottom right corner and ‘continued’ at the top of the second page. Never split paragraphs or sentences.*

Continued

*At the end, try to insert a call to action or plug, e.g. ‘If you’re caring for someone with cancer and need information or support, call 0808 808 00 00 or visit* ***macmillan.org.uk/carers’***

**Ends**

*Use ‘ends’ to make it clear that the press release has ended.*

**Contact…**

*Give names and telephone numbers of people a journalist can contact for further information.*

**Notes to Editors**

*This is your last chance to give journalists details of how they can get copies of a report, photograph or any further information, including web links.*

**About Macmillan Cancer Support**

Include some background information about the charity as below.

Cancer is the toughest fight most of us will ever face. But you don’t have to go through it alone. The Macmillan team is with you every step of the way.

We are the nurses and therapists helping you through treatment. The experts on the end of the phone. The advisers telling you which benefits you’re entitled to. The volunteers giving you a hand with the everyday things. The campaigners improving cancer care. The fundraisers who make it all possible. We are Macmillan Cancer Support. For cancer support every step of the way, call us free on **0808 808 00 00** (Monday to Friday, 9am - 8pm)