Small Grants 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 HLF Press Office who will arrange sign off and add a quote if required.

# Logos

Insert your organisation’s logo and HLF’s acknowledgement logo at the top of the page.

# Embargo

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) wins Heritage Lottery Fund 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.

Example: Today, (name of organisation) has received (grant amount) from the Heritage Lottery Fund (HLF) for an exciting project, (name of project), in (location of project). Led by volunteers from the local community, 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: 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, Taaking 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.

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

Add a quote from HLF. Email your draft release to the HLF Press Office and your grants officer and they will insert a quote from the relevant HLF spokesperson.

Example: Explaining the importance of the HLF support, the head of the HLF in XXXX, XXXX, said: “This is an excellent project for the young people of the North East. As well as the vast collection of skills they will develop, this in-depth look at their own dialect heritage will help give them a greater sense of identity. The Geordie dialect has always been a significant part of the North East culture, now this project helps raise its profile once again.”

# Notes to editors

Notes to editors is a useful way to include further background information about your organisation and HLF. Always use the HLF paragraph exactly as provided.

## Notes to editors

### About (name of your organisation)

(Insert information about your organisation)

### About the Heritage Lottery Fund

Thanks to National Lottery players, we invest money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife.

# 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).