



Press Releases – How to get your messages out?

So you have something to shout about, but not sure how to tell people? Then let us be the ones to tell you the best way to get your important news out to your target public.

The best way to get people to notice you is to write a press release and send it to all of the relative media.

This is where Fuel Communications come in. Send your press release to us kelly@fuel-communications.co.uk and we will make sure that it gets sent out to all the right communication channels. Although there is no guarantee that your press will be published, it is our job to make sure that it has every possible chance of being used.

Not sure if you have anything to shout about? You can make anything news worthy with a bit of creative thinking and ingenuity.

A few ideas of news and events that would be worthy of a press release:

- New staff recruitment
- Charity donations or events
- Short listed for any awards, or even better, if you have won an award
- New menu
- Refurbishment/Newly decorated
- Special offers
- Sales figures
- Events
- Theme nights
- Live music
- Outstanding work from a member of staff
- Increase in customers
- Crime free establishment
- New website
- Important dates
- New premises

On issuing a press release to Fuel:-

- Create the press release in windows 97 – 2003 word document format
- Maximum word count: 300-400 words
- Keep it simple, check the spelling and grammar
- Make it interesting and exciting

Once your press release is sent to us, it will be visible on the City Safe website, therefore if it is not used in the media channels, your target public can still read it.

If you have any questions, please do not hesitate to contact Fuel Communications on 01752 210048 or email us at kelly@fuel-communications.co.uk