

**EXERCISE 3: PRESS RELEASE**

You will need pens and paper or computers for this.

In pairs or small groups, pick one of the press releases below.

Write a news story based on the details provided in the release.

Now give it a headline.

How does your story fare compared to the press release?

When you've worked out the numbers, does the press release heading seem accurate or hyped up?

How might you write this differently, looking at a different aspect of the story?

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**Press Release Number 1****Remarkable volunteer saves record number of animals Simpington**

Nature Reserve will honour record-breaking volunteer Simone Slowman at a special celebration dinner. Simone rescued three times more animals than any of her colleagues last year.

Patronia Petersons, who manages the nature reserve said: "Simone is an extraordinary volunteer and we are very thankful for her efforts.

"Thanks to her, our nature reserve is a safer place for animals – and we look forward to celebrating her brilliant record. We know she will keep up her excellent work."

Local people will have the opportunity to sign up to volunteer at Simpington Nature Reserve during the celebration dinner. The reserve is in desperate need of more volunteers.

**Editor's notes**

Other volunteers at the reserve, Bob Bigfoot, Rashida Richards and Nigel Nicely only rescued one animal each.

Simone Slowman rescued two rabbits and a duck last year; three animals in total.

Simone Slowman is the main volunteer at Simpington Nature Reserve and patrols during the week. The other volunteers patrol the reserve on rotation, during weekends.

Simpington Nature Reserve is 0.0022 hectares in size.

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## **Press Release Number 2**

### **80% of people aren't afraid of spiders**

Research has shown that contrary to popular belief, the majority of people aren't afraid of spiders.

Further results from the survey revealed that 60% of people had a pet spider, and of those, a third said that their spider was their best friend.

Alan Ardman, creator of the 'Spiders are our Friends' Facebook group said: "This survey is ground-breaking, and it shows that people who think spiders should be better treated in our society are not alone, and cannot be ignored any longer."

Those surveyed are now calling to make stepping on a spider a criminal offence.

#### **Editor's notes**

The survey was carried out via surveychimp. A link to the survey was sent to every member of the 'Spiders are our Friends' Facebook Group. The group has 25 members.

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## **Press Release Number 3**

### **Government organisation launches £2 million fund for after school clubs**

A governmental organisation has announced that it will be launching a fund to improve after school clubs in Britain.

Education Minister Stephanie Humble said: "After school clubs are brilliant for improving children's skills and keeping them out of trouble.

"This government wants to do all it can to help the next generation of young people to flourish."

The Headteacher's Association has said it supports the measures.

#### **Editor's notes**

There are around 8.2 million pupils in England alone, and around 24,000 schools.

Most schools run more than one after school club.

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