**YOUR**

**LOGO**

**HERE**

**(If you have one)**

Release date (the day you are happy for the media to write about your story)

**TITLE HERE**

(This is where you hook your reader, so it’s important for the title to be exciting whilst reflecting the information in your article)

FIRST PARAGRAPH – Use this paragraph to outline everything in your story so the reader already know what it’s about, but still makes them want to read on for more information.

WHO YOU ARE – Use this paragraph to explain who you (or your group) are, what you do and why you are fundraising.

EAAA PARAGRAPH – If you have said you are raising funds for EAAA, not everyone will know who we are so here is a brief overview that you are welcome to include…

*East Anglian Air Ambulance (EAAA) is a community funded charity that provides a life-saving helicopter emergency medical service (HEMS) for the people of East Anglia. The charity has two helicopters and two rapid response vehicles, which are located at their Norwich and Cambridge bases. Each of their crews consist of two pilots, a doctor and a critical care paramedic. The crew take advanced critical care directly to patients who have suffered life-threatening or life-changing accidents or medical emergencies.*

QUOTES – Here you can put in a quote from yourself or your organisation. Alternatively you could speak to your contact at EAAA and we will happily provide you with a quote. If you have enough space having two quotes is better than one.

WASH UP AND INFO PARAGRAPH – Use this space to finish your story and provide details of where people can find additional information, how they can sign up, prices etc.

FACEBOOK/WEBSITE/TWITTER INFO HERE

**-ENDS-**

Notes to editors:

* These are additional notes to the editor that may be useful for them to know, but aren’t necessarily relevant to the article
* They can be notes about your organisation, any achievement etc
* Bullet points will make these easier to read

Don’t forget to send your photos and clearly label who is in them detailing from left to right the person’s name and title (if appropriate). Make sure the photos are high resolution.