

Everyone's **GAME**

EVERYONE'S GAME
Press Release Guide



Introduction

If you want your club's Everyone's Game activities or news story to get into the local media, then it's a good idea to write a press release.

Don't worry, you don't need to be a wordsmith wizard to put something together!

In this toolkit, we've listed some top tips and created some Everyone's Game press release templates, which you can tweak to suit your club.

Here are some top tips:

- Put the words 'Press Release' at the top of the page, in a large font
- Next you need a headline, again in a large font. Make it punchy like you'd see in a newspaper
- Summarise your news story in the first paragraph – it might be the only one they read
- Who, what, when, where and why! Answer these questions and you should have everything covered
- A quotation adds some colour to a story – but make sure it's relevant. It could come from your President, Club Captain or perhaps a Coach/Development Officer. The best are punchy and sound just how someone would really talk
- Avoid jargon – eg, instead of funding streams, say money
- Spell out any acronyms – eg, instead of NGB, say National Governing Body
- Keep it brief: one page is usually enough
- Put any other info in your 'Notes to Editors' – for example, your website address and your social media handles, or a bit of club history
- Make sure you add a contact name and number and make sure you're available to answer any queries, should a journalist call
- Timing matters – make sure you know when the media deadlines are: send too early and it might be forgotten, too late and it's straight in the bin. So call first and ask!
- Plan ahead – if your local newspaper is weekly, then plan ahead so that you don't miss the print deadline.
- Make connections – call ahead to check that who you are sending it to is the correct contact. Building that relationship will ensure that you have the best chance to get your release printed.
- Make sure your text is black and in a font that is easy to read
- Get someone else to read through it to check for typos and grammar mistakes before you press send
- Cut and paste your story directly into the body of your email message. This will increase your chances of a journalist reading it
- Attach a photo if you have one – just make sure you have permission! (check out our tips on taking the best photos)
- If you would like to include a quote from a Scottish Rugby spokesperson (eg. Regional Manager or Regional Director) please contact Rugby Development's Media Manager, Caitlin Gould – caitlin.gould@sru.org.uk



Everyone's Game press release templates

Below are two templates for press releases – one to use to promote your event in advance, the other to share information about how the event went, and promote future activities.

Your club can use these templates to help create a bespoke release to share with local media outlets. Just edit and personalise as you see fit.

PRESS RELEASE: RUGBY RETURNS TO [CLUB NAME] WITH EVERYONE'S GAME ACTIVITIES

Children/players of all ages will be able to get back on the field as [CLUB NAME] rugby activities make their return.

[CLUB NAME] will be running [DETAILS – EXPLAINER AND DATE]

The activities have been aligned with Scottish Rugby's return to rugby campaign 'Everyone's Game', to support Scotland's rugby clubs and societies, as the sport moves to restart the domestic game with the easing of covid restrictions.

It's hoped that the upcoming activities will give more people the chance to enjoy the health and social benefits of rugby and find out more about what the club has to offer.

The activities have been funded with the support of Scottish Rugby, who awarded the club [AMOUNT] via their Kick Starts grant, a fund which was designed to provide financial support to host events and proactive plans to recruit and retain players, coaches, volunteers, match officials, and support staff.

Club President/Development Officer/Coach, [NAME] said: [INSERT QUOTE ABOUT UPCOMING ACTIVITIES].

To book to attend or for more information about club activities, visit the club website or follow them on social media at: [INSERT DETAILS].

PRESS RELEASE: RUGBY IS BACK IN ACTION AT [CLUB NAME]

[CLUB NAME] held a summer camp/family day/girls and women event last week as it encouraged more people within the local community to get involved in the sport.

Participants involved were given a chance to [DETAIL WHAT HAPPENED AT THE EVENT]

The event was the first in a series of upcoming events/activities from the club supporting Scottish Rugby's 'Everyone's Game' campaign, to help clubs open their doors to their local community, and promote rugby's health and wellbeing benefits.

Club President/Development Officer/Coach, [NAME] said: [INSERT QUOTE ABOUT UPCOMING ACTIVITIES].

[PARTICIPANT NAME] said: [INSERT QUOTE ABOUT WHAT THIS PERSON ENJOYED/GOT OUT OF THE ACTIVITY].

The club now turns their attention to their next event [DETAILS].

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SCOTTISH RUGBY

BT MURRAYFIELD EDINBURGH EH12 5PJ | 0131 346 5000 | scottishrugby.org