**Example press release for a Family Learning Festival Event**

Most media prefer to receive press releases by email. However, it is always worth a follow up call up to the paper.

**1st paragraph** should include the who, what, how, when, where and why relevant to your event.

**2nd paragraph** should include more detail about the event

**3rd paragraph** should include a quote from the organisers. See below the press pack for some family facts you can use within your quote [www.familylearningfestival.com/press-info](https://cas.messageexchange.com/owa/redir.aspx?C=2moZhcARHFO9YiIXkb3M38XKLaR1V6nJx9y2MyZgGkMu7JOkhRDVCA..&URL=http%3a%2f%2fwww.familylearningfestival.com%2fpress-info)

**4th paragraph** can be lifted straight from this example.

Highlight an opportunity for a photo, if you have one. Don’t forget to ask permission of the family being photographed.

Notes to Editors, at the bottom of the release, should include contacts for further information. Explain any terms that the Editor might not be familiar with.

**Families start learning adventures this October in (enter place)!**

Parents, grandparents and carers will be swapping briefcases for school bags, and the lunch hour for the literacy hour as they take part in ‘Take Your Family to School Day’ at Somewhere Primary School on Friday 20 October.  The Day, which coincides with the national Family Learning Festival, is part of the school’s programme to show parents how their children learn at school and how they can support them as a family.

Families will get the chance to experience the literacy hour together, sample the culinary delights of the school canteen and spend the afternoon taking part in an alternative Sports Day, which will include the playground games of days gone by.  Families will be competing against each other in the sack race, egg and spoon and even a hula-hooping competition!  There will also be the opportunity for parents and carers to chat with the teachers in an informal atmosphere.

Ben Smith, Deputy Head, who helped to organise the event said, “Only fifteen percent of a child’s waking hours are spent in the classroom, so it’s really important that the school recognises the important role that parents and home life play in education. The event is an informal opportunity to meet teachers, find out what their children are learning and have some fun learning as a family too.”

This event is part of a Family Learning Festival, a nationwide celebration of learning which takes place from 14-29 October. Lifelong learning charity, the Campaign for Learning, which organises the Family Learning Festival believe learning that takes place in family life should be valued as much as learning that takes place in school classrooms and formal education. This is because in our home lives we learn important skills and knowledge, and develop our abilities and positive attitudes to learning, which support us for life. To find out more about what is happening across the country visit [www.familylearningfestival.com](https://cas.messageexchange.com/owa/redir.aspx?C=_FSo-alXBLjqeYoE9tmhFj990iaCAD4weI1AgR0M3au094vycxHVCA..&URL=http%3a%2f%2fwww.familylearningfestival.com)

**End**

There will be a fantastic photo opportunity of families competing in the sack race at 12 noon on the school field on Friday 10th October.  Contact Ben Smith on 0700 000 000 for more information.

Notes to Editors:

• For more information on ‘Take Your Family to School Day at Somewhere Primary, contact Ben Smith on 0700 000 000 for more information.

• Family Learning Festival is a national campaign organised by the Campaign for Learning.  For more press information on the Festival, visit [http://www.familylearningfestival.com/press-info](https://cas.messageexchange.com/owa/redir.aspx?C=J0xlKL3OuogtAj_kGD_G2lOrsKxq4GafAiPyKTiEhMy094vycxHVCA..&URL=http%3a%2f%2fwww.familylearningfestival.com%2fpress-info)