



## Press Release

**Issued Date  
For Immediate Release**

### **Title..... be brief, attention-grabbing, unique**

The first sentence - summarise the story. Get key points across to catch the journalist's attention. Answer who, what, where, when, why & how.

In the second paragraph – explanation. Sell yourself here; what is unique or new about your story? Write in the present tense, and use 'he' or 'she' instead of 'I'. If you have any statistics add them here.

Illustrate your story with quotes, *"A quote, written in italics, from a key person, helps bring a story to life. Make sure your quote adds new information to the release"*.

Use low resolution photos or logos to catch the journalist's eye.

Finish off with an overview - such as dates, times, how to order or contact you – these should be the details you'd like to see in print.

**##Ends##**

#### **Notes to editors**

1. Contact details -include mobile, landline and email if possible, Company name, and website address.
2. Also state whether you have high resolution images available and/or are available to have you photo taken.
3. Include a summary of background information - when the company was launched, any achievements, mini biography of the founder, etc.

# EXAMPLE



## Networking Mummies Dorset Recruitment Fair

24th January 2011

5:30pm – 9pm

**Wessex Hotel,**

West Cliff Road, Bournemouth

Are you looking for family friendly working? A job that fits in with you and your families needs? Flexible and fun?? Then Networking Mummies Dorset has the event for you! We have hunted high and low to collate all the people and information you need to take a step forward into developing the best working environment for you and your family.

Organised by Dorset Business Mum of the Year, and mum of 2, Charlie, 3 and Megan 2, Joanne Dewberry is keen to encourage the Mums and Dads of Dorset and Hampshire that flexible working opportunities aren't a myth. Working hard to ensure that the Recruitment Fair provides a varied wealth of opportunity including adult training and CV writing from Government initiative Next Steps.

**Joanne**, 30 from Three Legged Cross says *"I've always wanted to be a full time mum and developing my own business does not impinge on that. I think as a mum of 2, with my 3rd due in May I am a prime example that flexible working does exist. Whether this be via employment opportunities, party planning, direct sales a franchise or starting up your own business from scratch there are options out there for you. Being my own boss allows me the freedom as a mum I desire."*

Sponsor **Louise Gibbs** from Farnborough said, *"I am delighted to be able to support the recruitment fair, I was a full time working mum this time last year and took the plunge to start my own business. The best decision I have ever made, I now have a successful business around my family. Baby Signing Mummy is delighted to support family friendly working"*

100 goody bags available for the first 100 attendees from 5:30pm at the Wessex Hotel Bournemouth this event is free to attend. For more information see [www.networkingmummies.com](http://www.networkingmummies.com) or contact Joanne on 0844 3579451

**## Ends ##**

*Networking Mummies is run by duo Joanne Dewberry ([www.charliemoos.co.uk](http://www.charliemoos.co.uk)) and Laura Morris ([www.rentabuggy.co.uk](http://www.rentabuggy.co.uk)) who noticed a gap in the local area for business support for mums. Since the group began in February 2009 they have grown to in excess of 500 members not only mothers but also fathers and small business owners in general over 3 branches now Dorset, Hampshire and Warwickshire, 2011 sees the launch of the long awaited Franchise Plan and thus more branches will be popping up across the UK. The Recruitment Fair is brainchild of Joanne Dewberry, Dorset Business Mum of the Year, who believes this kind of event is exactly what Dorset Mums and Dads are looking for.*

For more information please visit [www.networkingmummies.com](http://www.networkingmummies.com) Or contact Joanne Dewberry at  
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