

Press Release Template

HOW TO USE THIS TEMPLATE

CT Week 24 is the perfect moment to raise the profile of Community Transport, as well as increase the awareness of how important the work you do is to so many people and communities.

CTA will be stepping up our own outreach to the media and journalists in the run-up to and during CT Week 24 to try and secure press coverage. We want to tell the story of a thriving Community Transport movement across the UK to win more supporters for our sector.

And we want you to be part of this too! This press release template is simply an example to help you secure some local, regional, or even national press coverage during CT Week 24. Please adapt it to reflect your own needs and services.

Think about what the ‘hook’ will be – What’s new, different, or important? How will you get journalists interested? Why should the media cover your story?

It could be to celebrate the launch of an exciting, brand-new service or project. It could be to share news of a fun activity or engaging event you’ll be putting on in October for the local community. Or it could be to mark the visit of your local MP, MSP, MS, MLA or councillor to see your operations – you can find our letter template to write to them [here](#).

Remember to:

- Identify your ‘hook’
- Make it snappy! Get to the point as quickly and as clearly as you can.
- Consider what you want to achieve – more local awareness, more users, more volunteers?
- Take photos and share them when you send your press release.
- Search for local and regional journalists, outlets or news desks to send it to.
- Celebrate Community Transport
- Link your story to CT Week ‘24

You can also read an example of a CTA press release [here](#) to give you some inspiration or an idea of how it can all come together.



TEMPLATE

PRESS RELEASE

CONTACT INFORMATION:

[ORGANISATION]
[EMAIL ADDRESS]

[LOGO]

RELEASE DATE:

UNDER EMBARGO UNTIL [TIME] [DATE] / FOR IMMEDIATE RELEASE [DELETE AS APPROPRIATE]

LINKS:

[YOUR WEBSITE]
[OTHER RELATED LINK(S)]

[TITLE/HEADLINE]

[sub-title/sub-heading]

A local transport charity/community group/social enterprise [DELETE AS APPROPRIATE] has been praised for its work in the local community as it celebrates X years of services/the launch of a new service/a new milestone [DELETE AS APPROPRIATE].

Local MP/MSP/MS/MLA/Councillor [DELETE AS APPROPRIATE], [NAME], applauded local staff and volunteers for their efforts to tackle transport poverty/empower disabled people/support older people/provider access to healthcare [DELETE AS APPROPRIATE] as part of a visit to mark Community Transport Week.

[ORGANISATION] is a... [SUMMARY OF BACKGROUND/MISSION/SERVICES].

Community Transport Week is a week-long celebration of the impact of local, non-profit transport projects and services across the UK, which is being led by the Community Transport Association (CTA).

Between 14 and 18 October 2024, communities across the UK will celebrate/celebrated [DELETE AS APPROPRIATE] the vital role and inspiring work of Community Transport in helping millions of people to stay independent, participate in their communities and access essential public services and employment.

[NAME] MP/MSP/MS/MLA [DELETE AS APPROPRIATE] said: "It was a privilege to visit [ORGANISATION] to see first-hand the amazing work their staff and volunteers do to keep [LOCATION / COMMUNITY] moving all year round.

"Their services are essential... Their passengers rely on..."



“Community Transport Week is a fantastic opportunity to recognise how much we value what they do and reiterate my support for securing a thriving long-term future for these operators.”

[NAME] [POSITION] [ORGANISATION] said: “We were delighted to welcome [NAME] MP/MSP/MS/MLA [DELETE AS APPROPRIATE] to [ORGANISATION] to celebrate Community Transport Week.

“We’re grateful for his/her/their [DELETE AS APPROPRIATE] support for our work...”

ENDS

NOTE TO EDITORS

[SHORT EXPLANATION OF YOUR ORGANISATION – CIRCA 50 WORDS]

[WEBSITE]

Community Transport Week

Community Transport Week is a week-long celebration of the impact of community transport between 14 and 18 October 2024. Communities across the UK will celebrate the vital role and inspiring work of Community Transport in helping millions of people stay independent, participate in their communities and access essential public services and employment. This year’s Community Transport Week theme is ‘Celebrating Community Solutions.’ It will celebrate how accessible, inclusive, and affordable transport is fostering stronger and more connected communities.

[ANY OTHER EXPLANATORY NOTES OR REFERENCES FROM THE CONTENT IN YOUR PRESS RELEASE]

