

Press Release Template

HOW TO USE THIS TEMPLATE

Community Transport Week 2025 is the perfect opportunity to raise the profile of Community Transport, as well as increase 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 Community Transport Week 2025 to secure press coverage. We want to share the story of a thriving Community Transport movement across the UK and win more supporters for our sector.

And we want you to be part of this too! This press release template is an example to help you secure some local, regional, or even national press coverage during Community Transport Week 2025. 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 hosting during the week 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 reach out to them [here](#).

Remember to:

- Identify your 'hook'
- Make it snappy! Get to the point as quickly and 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 Community Transport Week 2025

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.



Press Release

CONTACT INFORMATION:

[LOGO]

[ORGANISATION]

[EMAIL ADDRESS]

RELEASE DATE:

FOR IMMEDIATE RELEASE

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 received praise from **[LOCAL MLA/MP/MSP]** [NAME] for its exceptional work in the community, following a visit during **Community Transport Week 2025** (13th-17th October). The theme for this year's celebrations is **"More Than a Minibus"**, showcasing how community transport services are integral to local lives.

During the visit, **[LOCAL MLA/MP/MSP]** [NAME] took the opportunity to meet with staff and volunteers, who shared how their services go beyond transportation, helping individuals stay independent, connected, and empowered.

[ORGANISATION] is a [SUMMARY OF BACKGROUND/MISSION/SERVICES], providing essential services that are more than just transport—they are a lifeline for people across the local community. From supporting the elderly, disabled, and vulnerable groups, to ensuring access to healthcare, education, and employment, **[ORGANISATION]** plays a vital role in making sure that no one is left behind.

[LOCAL MLA/MP/MSP] [NAME] expressed his/her/their admiration for the work being done, stating: "It was an eye-opening experience to visit **[ORGANISATION]** and see the invaluable work they do day in and day out. Their services go far beyond simply driving a minibus—they provide people with the opportunity to live independently, engage in their communities, and access essential services. It's clear that **[ORGANISATION]** is an essential pillar of our local community."

"**Community Transport Week 2025** is the perfect time to recognize and celebrate the vital role these services play. I'm proud to stand behind the **[ORGANISATION]** team and advocate for continued support to ensure they can continue their essential work for years to come."

[NAME] **[POSITION]** **[ORGANISATION]** said:

"We were thrilled to welcome **[NAME]** **[LOCAL MLA/MP/MSP]** to **[ORGANISATION]** for this important visit during **Community Transport Week 2025**. It was an excellent opportunity to showcase how much more we are than just a minibus service. We are part of the fabric of this community, helping individuals stay connected, independent, and part of society."

ENDS



NOTE TO EDITORS:

Community Transport Week 2025 is a week-long celebration running from 13th to 17th October 2025. This year's theme, "More Than a Minibus," highlights how Community Transport services offer far more than transportation—they are vital in helping people stay independent, engaged, and part of their local communities. It's an opportunity to shine a light on the incredible contributions of these services to the lives of millions of people across the UK.

