



A guide for young people sharing their SVP story with the media.

What's a press release?

A press release is a short, clear summary of your project, event or story that you send to the media to encourage them to report on it. Think of it as your way of saying: "Hey! Something great is happening – and we think people should know about it!"

Follow the structure below to help you to write your press release.

Headline (1 sentence)

Write a clear, catchy title that sums up the story. Make it exciting!

Example: Local Teen Volunteers Lead Kindness Campaign to Support Community

First paragraph (Who, What, Where, When, Why)

Include all the key info straight away. Imagine someone only reads this paragraph – what do they need to know?

Example: *Six students from St Joseph's School are helping people in their town by collecting and delivering food parcels through the St Vincent de Paul Society. The group began the project in April and has already helped over 30 families.*

Second paragraph (More detail or a quote)

Add an interesting detail about the project, and include a quote from someone involved.

Tip: Quotes make it personal! Ask a teacher, volunteer or team member to give a short comment.

Example: *"We just wanted to help people who might be struggling. It's been great seeing how small actions can really make someone's day," said team member Aisha, aged 15.*

Third paragraph (Why it matters)

Explain why the project is important. How is it helping the community? What inspired it?

Example: *The students were inspired to act after learning about local families who were struggling with rising food prices. Their project helps to make sure no one in their community goes without essentials, especially during the winter months when bills go up.*



Final paragraph (About the SVP)

Include 2–3 lines about who the SVP is, so the journalist has background info.

Example:

The St Vincent de Paul Society (SVP) is a charity that provides practical support, friendship and hope to people facing poverty, isolation or difficult circumstances. Working in communities across England and Wales, the SVP is committed to helping anyone in need, regardless of background or belief.

Helpful Tips

- Keep it short – One side of A4 is perfect.
- Use simple language – Write like you talk.
- Include contact details – Add your name and email so journalists can follow up.
- Attach a photo – If you have permission, include a clear photo of your project.

Sending Your Press Release

- Email it to local newspapers, radio stations or community websites.
- Include a short message like:

Hi [Name],

I'm part of a youth project with the St Vincent de Paul Society, and I thought you might be interested in our story.

I've attached a press release and press pack with more information.

Thanks so much!

[Your Name]

Don't Forget!

Let us know too – email your press release to youngvincentians@svp.org.uk so we can support and share your story as well.

