**<Date>**

**<Headline>**

* Add ‘Press release for <enter date here>’ to let the editor know when the information can be published.
* Describe who the press release is about: yourself/ a group/ an organisation/ a specific project
* Introduce with a summary of the story in a couple of sentences that will provide the key facts immediately.
* Include venue details: add an address and website URL
* Make any relevant dates and times clear, such as exhibition dates and gallery opening hours.
* Write a few sentences summarising what you want to promote.
* Add a quote from yourself or from a relevant figure, such as a curator.
* Conclude with additional information; keep this brief.

**Embed no more than five images into your press release.**

**- Ends -**

Add any social hashtags.

Add where to get/ who to contact for more press information, including high-resolution images.

**<Notes to editors>**

Here you can add more background information about you, your project, or the organisation/group in question.

For more information on YOUR COMPANY visit [www.YOURCOMPANY.co.uk](http://www.YOURCOMPANY.co.uk) and follow @YOURCOMPANY on Instagram and @YOURCOMPANY on Twitter and Facebook.