



Australian Government



NATIONAL TRUST



AUSTRALIAN
HERITAGE FESTIVAL

Press
Release

Headline here: Make it clear and eye-catching - no more than two lines

Sub-header here: Explain the headline a little, the relevant dates and a web link if there is one

OR USE

My Culture, My Story

April 19th – May 20th 2018

www.australianheritagefestival.org.au

- The first paragraph is all-important – journalists may not read on any further. Remember the five W's – **What** is happening? **Where?** **When?** **Who** is taking part? **Why** should the journalist be interested? If any of these points have not been addressed in the headline and sub-header, make sure they are covered here. Stress the point that the event is **free**. Go into a little more detail in the second paragraph. If you have a quote, include it here. Add some colour to the details in the first paragraph; try and pull out specifics, rather than generics.
- Make the third paragraph more factual – give details about the event; its relevance, other things to see and do. Try and give a little local context to the location; if it is a building, why is it of historic significance? Are there any special facilities for children/families? Conclude with clear, concise organisational details; when is the attraction open? Do you need to book in advance? Is there any restriction on numbers?

ENDS

For media enquiries and images contact:

Put in one name, a telephone number and an email address. Check and **DOUBLE CHECK** that these details are correct, it's amazing how many releases go out with incorrect contact details.

OPTIONAL FOOTNOTES

About the Australian Heritage Festival

The Australian Heritage Festival runs from April 18th – May 20th 2018.

Every year on April 18th the International Council of Monuments and Sites (ICOMOS) celebrate the diversity of heritage across the world.

The National Trust Heritage Festival began back in 1980 and has become Australia's biggest festival of heritage and culture. Thanks to the amazing involvement and support of thousands of organisers every year we've become the nation's favourite heritage festival.

The Australian Heritage Festival is supported through funding from the Australian Government's National Trusts Partnership Program