



**MEDIA RELEASE: [FOR IMMEDIATE / EMBARGO RELEASE]
[DATE]**

[Your headline here – ideally keep this to one line]

[Location]: *Provide an introductory paragraph here that highlights an unusual fact or news highlight of your event. This could be a VIP speaker, something spectacular that audiences will see (that they have never seen before), and a reason this is a highlight of the Australian Heritage Festival – the national festival of heritage coordinated by the National Trust with the support of the Australian Government. Your introductory paragraph needs to neatly highlight for a journalist or media outlet why this story should get their attention.*

In your second paragraph you need to get the key facts communicated – what is the event, who is running it, who is coming to it or who you are looking to attract to this event, where it is taking place and when (dates and times), why this event is special and a celebration of Australian heritage.

It's great to insert a quote from a key spokesperson here. This could be someone from your organisation or from the VIP speaking at your event / your headline personality at the event. The convention of writing quotes in media releases is as follows:

“Statement from person,” said Name of Person, Title, Organisation. “More statement from this person.”

At this point in your media release you can start to expand on the points in your first paragraph but with more detail. It's advisable not to exceed two paragraphs with this.

For further information and to arrange a media interview of photography, contact:

[Your nominated media liaison's name here]

Phone: [mobile / landline with area codes here]

Email: [email address here]

[Your Logo Here]



Notes to Editors:

About [Your Organisation Name Here]

This item here is called a 'boilerplate' – essentially this is the standard copy you include about your organisation. This is a statement of what your organisation does, what it's vision or mission is, where it located, how long it has been operating for and what its purpose is. You may also include here how many years you have been participating in the Australian Heritage Festival.

[Your website URL here]

About the Australian Heritage Festival

The Australian Heritage Festival is Australia's largest annual community-driven heritage festival, created with the vision of recognising and celebrating the significance of our natural, historic and Indigenous heritage places and ensuring they are valued by Australians, protected for future generations and cared for by the community. The Australian Heritage Festival is coordinated annually by the National Trust of Australia. The theme for the 2022 Australian Heritage Festival is Curiosity.

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#AHF22

www.australianheritagefestival.org.au

- *Ends.*

[Your Logo Here]