**UNDER EMBARGO UNTIL** [Insert a time and date here if you want a journalist not to publicise until a set time]

**OR**

**FOR IMMEDIATE RELEASE** [If you want the information to be used immediately]

**HEADLINE** [This should be something exciting and eye catching, you may wish to write this after you have formulated the story]

* **Bullet point** [Use this to emphasise important information around key messages]
* **Bullet point** [Use this to emphasise important information around key messages]
* **Bullet point** [Use this to emphasise important information around key messages]

**Date** [Insert date of story]

**Opening paragraph:** [Summarise the story - who, what, where, when, why and how.

All key information must be in this paragraph]

**Paragraph 2:** [Insert more details to flesh out the story you have introduced in the first paragraph]

**Quote 1:** [Insert a quote from a young person, this should convey enthusiasm and demonstrate your key messages]

**Quote 2:** [Insert a quote from an adult volunteer, this should talk about adult recruitment and demonstrate your key messages]

**Quote 3:** [If appropriate insert a quote from a supportive third party]

**Paragraph 3:** [Insert a closing summary of your story, pulling together your key messages]

Photo opportunity:[If appropriate insert details of photo opportunities here]

**ENDS** [This signifies the end of the release]

For further Information or interview requests please contact: [Insert contact details here. Email/ Mobile]

**Notes to Editors**

* Bullet point[provide interesting background information on the story]
* Bullet point[provide interesting background information on the story]
* Bullet point[provide interesting background information on the story]
* Bullet point[Outline any additional relevant information or facts and figures]
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