**How to write a press release – PR tips for Bikeability providers**

PR – aka public relations – is a great way to promote your work as a Bikeability training provider to the media. By letting the media know what you’re doing, you could earn exposure in print, online and with broadcasters or non-traditional media such as podcasts or Substacks. To do this, you email a press release to a named journalist/contact or the main newsdesk.

Here are The Bikeability Trust’s top tips for writing a press release:

**Make it newsworthy**

Your press release needs a hook – the thing that grabs attention and makes your story news, not information. Have you reached a delivery milestone? Have you been successful in a bid for funding? Are you opening new premises? For journalists to take notice, you must be talking about something new and interesting. Have a look at [Bikeability’s news section for examples of press releases.](https://www.bikeability.org.uk/bikeability-news/)

Or hook your story as a response to something in the news, like council plans for a new cycle lane.

**Use an attention-grabbing headline**

Journalists are busy and receive 100s of press releases a day. Headlines need to grab their attention while being clear about what your news is. Avoid using puns. Numbers and statistics work well, e.g. 100% of St Cuthbert’s School children know how to cycle, but only 10% own their own bike. Don’t use AI headline generators, which tend to be generic and unimaginative. Headline format examples:

* **“Quote”: explanation and context**

*E.g. “We’re going to get 1m children cycling”: Bikeability Trust chief exec Emily Cherry explains how*

* **Question? How your press release answers it**

*E.g. Afraid of cycling on the roads? Here’s how immersive cycle training makes pupils more confident*

* **Example, example and example: explanation of the connection between those things**

*E.g. Pedals, petals and painted lady butterflies: meet the school rewilding its sports field for biodiverse cycling*

Using three examples is known as the ‘fairytale rule of three’: readers will connect with the familiar format after a lifetime of three little pigs, three bears, three billy goats gruff. Alliteration (a run of words beginning with the same sound – pedals, petals, painted) also grabs attention.

**Be clear and concise**

Your headline, intro and first paragraph combined should answer most of the following questions:

Who? What? Where? When? Why? How?

*E.g. The Bikeability Trust [who] has today [when] released new research [what] conducted by TRL [how] that highlights the critical role of Bikeability cycle training [why] for children in local road safety strategies. You can*[***read the full report here***](https://www.bikeability.org.uk/wp-content/uploads/2024/11/Full-report-Modelling-Bikeability-Training-and-KSIs.pdf)*. [where]*

Keep openers short – you can expand in detail later in your press release. Aim for <700 words, with the most interesting parts of the story on the first page. (This is called the ‘news pyramid’!) The quicker you can get to your point, the more likely it is a busy journalist will read your press release.

Use bold subheadings to break up your text and bullet points for key information.

**Include quotes**

“Quotes are important as they add different voices to your press release – both for ‘colour’ (making things more interesting) and as ‘sources’ (verifying that what you’re saying is true),” explains The Bikeability Trust’s Media Officer, Harriet Reuter Hapgood.

As well as a quote from your own spokesperson, please contact The Bikeability Trust for a quote from our Chief Executive Emily Cherry, who is always happy to spread the word about Bikeability!

To request a quote, please email the communications team on [hello@bikeabilitytrust.org](mailto:hello@bikeabilitytrust.org) – allow at least three working days for us arrange your quote.

**Use fantastic images**

Always accompany your press release with an eye-catching picture that reflects the story you’re telling.

At Bikeability we’re lucky to have lots of images of children having the time of their lives cycling. If you’re struggling to take your own image, the Trust has a large archive of diverse images you can use – find them in our [media toolkit.](https://www.bikeability.org.uk/about/media-toolkit/)

**Try these top tips:**

[3 Scroll-Stopping News Hooks - Newswire](https://www.newswire.com/blog/news-hooks-that-grab-media-attention)

[11 great press release examples (plus tips)](https://www.contentgrip.com/how-to-write-a-press-release-examples/)

[What Is the Inverted Pyramid? A Journalist’s Guide to Structuring the News](https://thewordling.com/inverted-pyramid/)